JANUARY 12, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

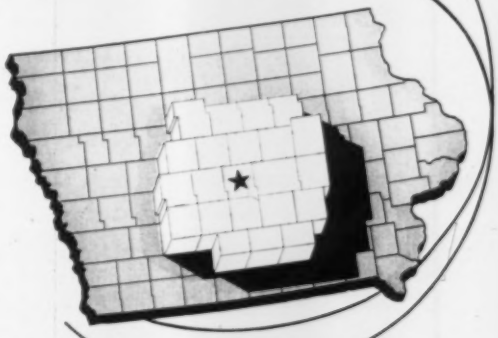
Write today for the reports covering the specific products in which you are interested.

TAKE THESE 22 IOWA COUNTIES, FOR INSTANCE

IN RADIO, as in everything else that caters to the public, you can "follow the crowd" to the enterprise that offers the best values. *Size* is far less important than *Service.*

WHO happens to be the most powerful station in the 22 Iowa counties raised at the right Many other stations, however, can be heard during the daytime in that area. So you would normally expect WHO to get perhaps 10% to 20% of the available radio listening. The 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m. *WHO's 22-county average percentage of listening is 65.9%!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.



WHO

for Iowa PLUS

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Aces high

Now WINS holds not one but six aces to form a winning combination any time of day.

morning	Here we have Johnny Clarke and Jack Lacy. Johnny's on the spot bright and early to get listeners up and off to work on time while Jack brightens up milady's morning chores with his recorded musical sessions.
noon	Noon and news mean Don Goddard and Jay Latimer to WINS listeners. Don rounds up latest world news while Jay gives New Yorkers an inside glimpse of daily events in their own town.
afternoon	This is reserved for Mel Allen, ace sportscaster who sets a few records of his own on his daily three hour program, "The Mel Allen Show."
night	New York and nightclubs go together and so does WINS and Jack Eigen, the Broadway-Hollywood reporter who takes the all night stand as he invites listeners and celebrities to "Meet Me At The Copa."

Thus around-the-clock WINS offers live talent—all ace personalities—who form a bloc of programs that total winning tallys every time. Now regardless of what time of day best suits your product, WINS means business! Try us and see why more and more advertisers are finding that in New York the winning combination is at 1010 on the dial.

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION

These "Identifiable" Programs get Sponsor Identification

B. A. Rolfe At Home	from **WNAC** and Yankee Network Listeners who Have Not Been Exposed To Casual programming or listening. *Ask Your Petry Man* for availabilities—complete sponsorship or Yankee's "carrier program" announcement plan *(Live or Transcribed).	Boston Blackie
Singin' Sam		The Answer Man
Kate Smith Sings		Meet Me at Parky's
Joe McCarthy Red Sox Manager		Do You Know New England?
'Round the Town		"Chet" & Betty

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

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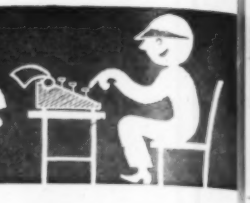
BROADCASTING... at deadline



Closed Circuit

TREND IN TV is toward 20 minutes as basic program unit, rather than half-hour or hour. While NBC hasn't established rate and program standards yet, indications are it will settle on 20-minute stanza, on theory it has as much impact as one hour of oral program.

WHEN results of new NORC reading of audience pulse emerge from computing machines they will show surprisingly favorable public attitude toward industry's stand against government radio control.

MAJOR MOVIE organization about ready to launch video newsreel service to cost some $2,000,000 yearly. Company plans to use some footage in its theatre newsreels as well, with charges to be shared.

WILLIAM ESTY has submitted television campaign plans to major client (perhaps Camel cigarettes). Approval expected early this week.

ADD TO Clifford Durr job possibilities two concurrent reports: 1—He will succeed Henry A. Wallace as editor of *New Republic*. 2—He will be campaign manager for third party candidate. His term as FCC Commissioner expires June 30.

PARAMOUNT'S Television Production headquarters in New York studying possible legal steps against promoters who commercially appropriate their program material telecast via KTLA Hollywood.

RUSSEL M. SEEDS Co.'s Hollywood office planning expanded personnel to handle drive for more West Coast regional and local clients.

UNEXPECTED development on Capitol Hill may be resurrection of Lemke Resolution (HJR-78) to compel FCC to return 50 megacycle band to FM. Understood House Interstate & Foreign Commerce Committee has dusted off resolution with idea of holding early hearings. TV, police and others now share 44-50 mc band once occupied by FM.

MICKEY ROONEY package contract allowing MGM and star right to select time may cause CBS headache since at least two clients want same time segment. Agencies feel CBS may be pressed to overlook present clients because of expense of acquiring Rooney show.

WATCH for outburst of new television station grants in next few weeks. FCC following policy of holding applications for 30 days before acting, presumably to give competition chance to form and file. This "waiting period" now beginning to expire on heavy run of applications which started in force in late November.

KENTUCKY'S broadcasters are going all out in their fight against effort of state revenue

(*Continued on page 102*)

Upcoming

Jan. 11-13: RMA Servicing Clinic, Bellevue-Stratford, Philadelphia.

Jan. 12-13: NAB Board Standards of Practice Subcommittee, NAB Hdqrs., Washington.

Jan. 12-16: NRDGA Convention, Hotel Pennsylvania, New York.

Jan. 13: Opening of House Education & Labor Committee inquiry into James C. Petrillo and AFM, Caucus Room, Old House Office Bldg., 10:30 a.m.

Jan. 13-14: NAB Engineering Executive Committee, NAB Hdqrs., Washington.

(Other Upcomings on Page 95)

Bulletins

CARL J. BURKLAND, general manager of WTOP Washington, CBS owned, promoted to general sales manager of Radio Sales, CBS spot broadcasting division. He succeeds J. L. Van Volkenburg, named CBS director of station administration (story on page 14). Mr. Burkland joined WTOP in 1942 after year at Radio Sales, having previously been sales manager of WCCO Minneapolis.

LIST of witnesses for House Petrillo hearings starting Tuesday still incomplete late Friday (early story page 13). A. D. Willard Jr., NAB v-p, and Sydney M. Kaye, Industry Music Committee counsel, met Friday noon with Rep. Hartley, probe chairman. Networks, recorders and other groups, to testify later in week, had not yet announced witnesses.

COY, STERLING NAMED

FORMALIZING their recess appointments to FCC membership, President Truman sent nominations of Wayne Coy and George E. Sterling to Senate Friday for confirmation. They were named in late December to succeed Chairman Charles R. Denny and Comr. E. K. Jett, respectively, and have taken office subject to confirmation [BROADCASTING, Dec. 29, Jan. 5].

Senate Interstate & Foreign Commerce Committee expected to consider nominations at early meeting, but date not set pending return of Chairman Wallace H. White Jr., who has been ill. Action may be affected by final decision of GOP Policy Committee, expected shortly, on contemplated policy of withholding confirmation from any appointment, until after Presidential elections.

Mr. Coy was nominated as Democrat from Indiana, Mr. Sterling as Maine Republican. Nomination did not specify Mr. Coy for chairmanship, since law provides President may select Chairman from among FCC's seven members.

Business Briefly

GULF RENEWS ● Gulf Oil Corp., Pittsburgh, to continue *Gulf Television News* on WCBS-TV New York through 1948, extending for six months earlier contract ending in June. New contract takes program into third year on video station. Agency, Young & Rubicam, New York.

GENERAL FOODS TV ● General Foods, New York (Jello) sponsors *Author Meets the Critics*, package program owned and produced by Martin Stone, for 13 weeks on WNBT NBC video station Sunday 8-8:30 p.m. Agency, Young & Rubicam, New York.

PEPSI TV SPOTS ● Pepsi-Cola Co., New York, using 20 one-minute film spots on WCBS-TV New York for Everyess during first quarter 1948. Spots will precede sports events. Agency, Young & Rubicam, New York.

NAB SALES GROUP URGES SEVERAL CODE CHANGES

SEVERAL changes in commercial section of NAB Standards of Practice to be submitted to special board committee by Sales Managers Executive Committee, which concluded two-day Washington session Friday (early story on page 15). Committee endorsed study of sales department administration, under way for year, after hearing explanation by Richard P. Doherty, of NAB staff. Subcommittee will aid preparation of book based on study. Chairman of subcommittee is John W. Kennedy, WHAM Rochester.

In afternoon committee reviewed sales practices and heard advertising agency recognition report. Arthur C. Stringer, of NAB staff, predicted rapid FM growth this year. Committee to cooperate with Educational Standards Committee in promoting radio advertising courses at colleges. Last-named committee to meet Feb. 3-4 in Washington. C. E. Arney Jr., NAB secretary-treasurer, reviewed plans for Los Angeles convention in May.

EIGHT AM GRANTS CANCELLED BY FCC

CANCELLATION of eight AM grants announced Friday by FCC and attributed unofficially to lapsing of permits or voluntary withdrawal by permittees.

They were:

Gene Burke Brophy—KFAK Flagstaff, Ariz. (1240 kc, 250 w fulltime).

Langlade Broadcasting Co.—WRFA Antigo, Wis. (1050 kc, 250 w, day).

Douglas Broadcasting Co.—KSMR Douglas, Ariz. (570 kc, 1 kw, day).

Chet L. Gonce & Ralph Morgali, d/b as Voice of Fallon—KNEV Fallon, Nev. (1400 kc, 250 w fulltime).

Frank B. Best & Frank B. Best, Jr., d/b as Orangeburg Radio Co.—WFRN Orangeburg, S.C. (910 kc, 1 kw, day).

R. M. McKay Sr., R. M. McKay Jr., James M. McGrew, Revis V. Hobbs & R. A. Largen, d/b as Elk River Broadcasters—WEKR Fayettesville, Tenn. (1240 kc, 250 w fulltime).

J. G. Long tr/as Eagle Pass Broadcasters—KXEG Eagle Pass, Tex. (1450 kc, 250 w, fulltime).

Columbia Basin Broadcasting Co.—KULE Ephrata, Wash. (730 kc, 250 w, day).

Call letters were deleted.

BANKERS' HOURS

1:00-1:15 PM
Sundays

4:30-5:00 PM
Sundays

7:05-7:10 AM
Tue., Thur., Sat.

7:25-7:30 AM
Mon., Wed., Fri.

7:45-8:00 PM
Mon., Wed., Fri.

6 30 PM
Mon., Tue., Thur.*

8:45 AM
Mon. and Fri.*

6:15 PM
Wed. and Fri.*

12:15 PM
Sat. and Sun.*

*Announcements

... ON

WBZ

Recognize these "hours"? They are held currently by those Boston banking houses which have found WBZ a sound investment for their advertising dollars. Outstanding is the Arthur Fiedler half-hour concert series by fifty-five musicians from Boston Symphony Orchestra sponsored by First National Bank of Boston. Five minutes of waker-upper band music promotes Massachusetts Cooperative Bank League, and at 7:25 a.m. weather news is broadcast for Boston Five Cents Savings Bank. "Frontline Headlines," featuring John Barry, is scheduled at 7:45 p.m. three times a week for National Shawmut Bank of Boston. Included is a news summary sponsored by South Boston Savings Bank.

Of the announcements indicated by asterisks, Worcester Federal Savings & Loan Association sponsors two, and the Mutual Savings Banks Association sponsors seven, per week.

Bankers' hours on WBZ represent well over two hours of broadcasting, totaling nearly $2,000 a week.

In addition to the above, there are three weekly programs sponsored by Savings Bank Life Insurance Council.

Banks, of all places, know what assets are.. and WBZ advertising has proved to be one of their most valuable assets, year in and year out.

WBZ
BOSTON
WBZA
SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA · WOWO · KEX · KYW · WBZ · WBZA
National Representatives, NBC Spot Sales—Except for KEX · For KEX, Free & Peters

W·A·C·O Covers a Trade Territory of More Than 500,000 Population Representing an Effective **Buying Power** of more than

ONLY ABC OUTLET IN CENTRAL TEXAS

Late HOOPER Rating Shows - **35.4** Average Listening Audience against competition of five other stations

W·A·C·O

1000 WATTS WACO, TEXAS 1460 Kc

- AMERICAN BROADCASTING COMPANY
- TEXAS STATE NETWORK
- NATIONAL REPRESENTATIVE: WEED & COMPANY

BROADCASTING TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *News Editor*; Paul Fulcomer, *Asst. to the News Editor*. STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher*.

BUSINESS

MAURY LONG, *Business Manager*

George L. Dant, *Adv. Production Manager*; Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Warren Sheets, Chapalier Hodgson, Jeanette Wheelock, Elaine Suser.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor*. Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor*.
ADVERTISING: S. J. Paul, *Advertising Director*; Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4118
William L. Thompson, *Manager*; John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager*; Ralph Tuchman, *Hollywood News Editor*. Ann August.

TORONTO BUREAU

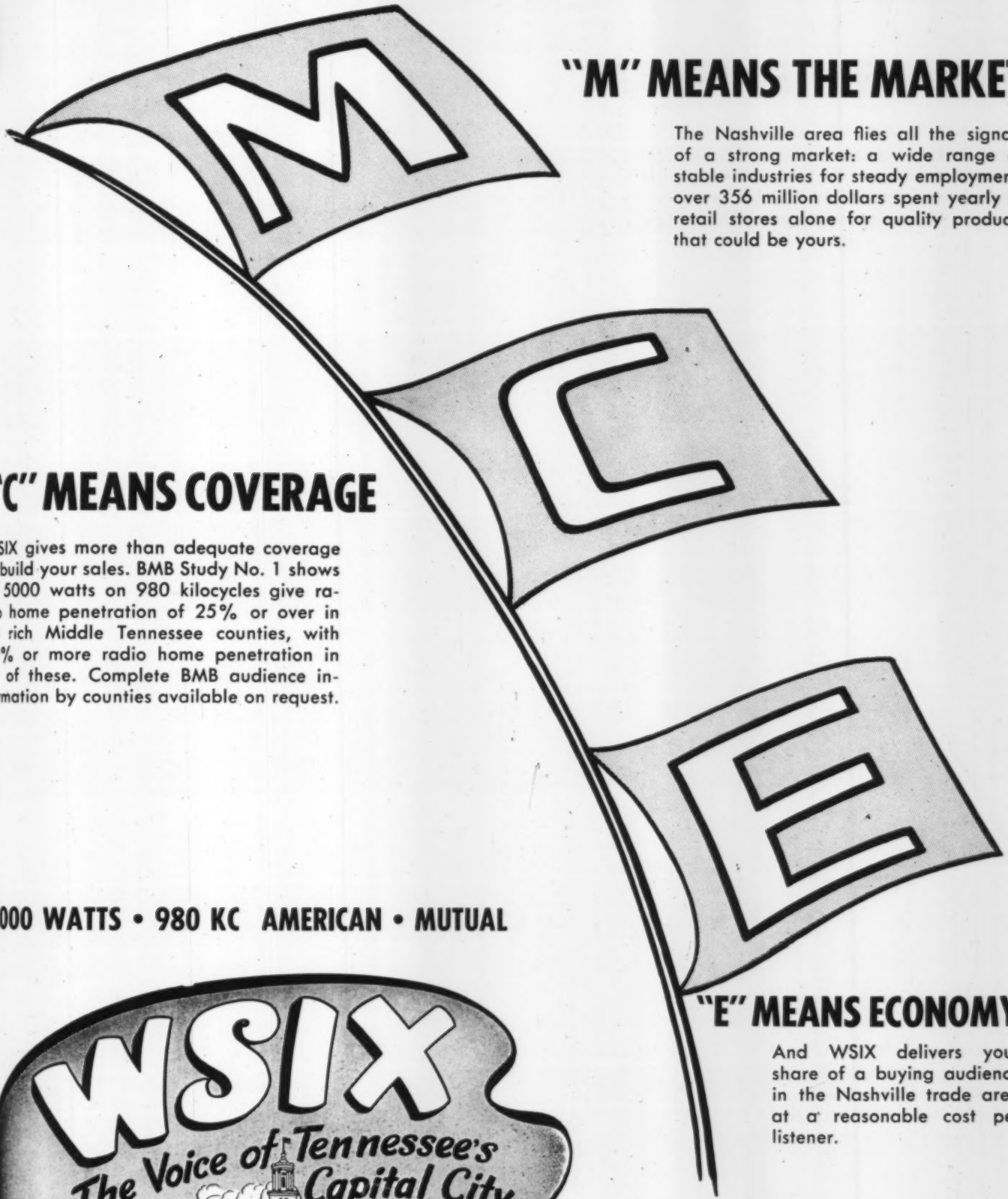
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager*.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY



"M" MEANS THE MARKET

The Nashville area flies all the signals of a strong market: a wide range of stable industries for steady employment; over 356 million dollars spent yearly in retail stores alone for quality products that could be yours.

"C" MEANS COVERAGE

WSIX gives more than adequate coverage to build your sales. BMB Study No. 1 shows its 5000 watts on 980 kilocycles give radio home penetration of 25% or over in 48 rich Middle Tennessee counties, with 80% or more radio home penetration in 11 of these. Complete BMB audience information by counties available on request.

5,000 WATTS • 980 KC AMERICAN • MUTUAL

"E" MEANS ECONOMY

And WSIX delivers your share of a buying audience in the Nashville trade area at a reasonable cost per listener.

WSIX

The Voice of Tennessee's Capital City

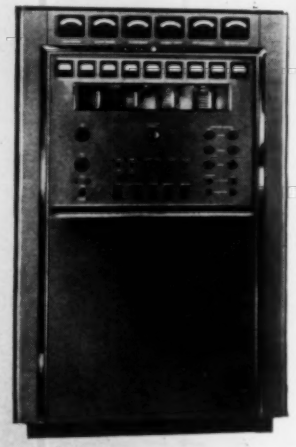
NASHVILLE TENNESSEE

Represented Nationally by: The KATZ AGENCY, Inc.

50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for "walk-in" maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

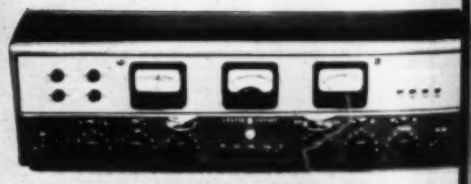
POWER for every

General Electric's complete new line of AM TRANSMITTERS— now in production



1 KW—Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for *immediate delivery*.

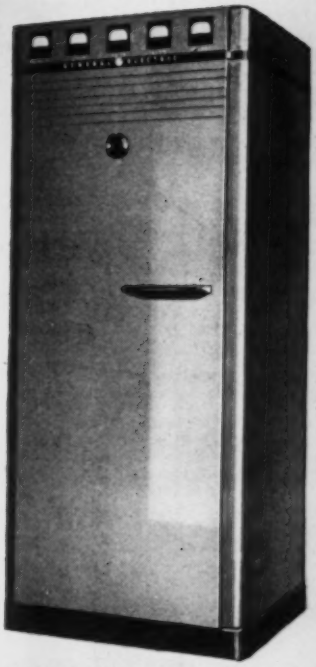
10 KW—Tube switching from the front panel minimizes program outages. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.



TRANSMITTER-CONTROL CONSOLE

This versatile unit can be used to control a transmitter of any power rating. The de luxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.

broadcast need!



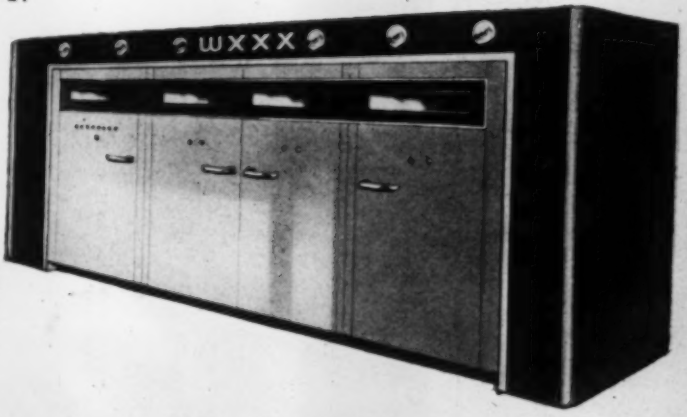
250 Watt—Highest quality performance at lowest operating cost—you profit both ways with this 250-watt AM transmitter. Simplified circuits. Numbers and types of tubes minimized. *Immediate delivery from stock.*

HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequaled engineering and operating experience of the General Electric Company.*

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.



5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.

ATLANTA 3, GA.
187 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2211

SEATTLE 4, WASH.
10 Second Avenue
Main 7100

WASHINGTON 5, D. C.
806 15th Street N. W.
Executive 3600

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

190-710-8914

For Profitable Sales
Advertise in these
5 PROSPEROUS MARKETS

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

STEINMAN STATIONS
Available individually to suit your needs
Represented by
RADIO ADVERTISING COMPANY
New York Chicago Los Angeles San Francisco

Feature of the Week

PROFESSIONAL weatherman's thermometer, a Leeds and Northrup Micromax, has been purchased and put into use by KXOK St. Louis as part of its program to provide listeners with comprehensive reports daily on weather conditions and temperature.

The thermometer is housed in a slatted wooden structure near street level outside the KXOK building and the recorder (16½ inches in diameter) which indicates temperatures is located in the control room, easily read from the studios. Temperatures are recorded continuously on a 24-hour circular chart which turns behind the indicating pointer.

Complete weather report service is now available to its listeners, KXOK points out, even when the U. S. Weather Bureau in St. Louis is not open. The bureau is closed from 7 p.m. to 6 a.m. on week days and after 12 noon on Sundays and holidays. Station says listeners "are now able to get city temperatures during these periods, when readings are normally given for the St. Louis Municipal Airport, 15 miles from the KXOK studios in downtown St. Louis."

Hourly Service

Weathercasts, a private meteorological service, was retained by KXOK as weather consultant in August 1946 as an exclusive radio feature in St. Louis. Weathercasts prepares hour-by-hour weather information 24 hours daily. KXOK broadcasts this information on a regular schedule Sunday through Saturday. The forecasts include such items as when it will rain and where the rain will center, the time of anticipated changes in weather, and effect of weather conditions on various sports and industries.

On All Accounts

WHEN Kaiser-Frazer gave the green light to Swaney, Drake & Bement for one of the biggest spot campaigns of the year, Leonard F. Thornton, the agency's media director, had the busiest 72 hours of his 34 years.

During that three-day period Leonard was buying spots about as fast as Kaiser-Frazer's boast of "One Car Every Minute." When he had finished, K-F was on more than 300 stations in some 150 major markets and the name of Kaiser-Frazer was on millions of lips. A sudden increase in spot billing by other automotive competitors, in the past poor prospects for radio time salesmen, followed.

Expansion of Swaney, Drake & Bement's radio department under Leonard's supervision has been almost as explosive as K-F's entry into the automotive field. Starting with three assistants last July, the agency now has a staff of 17 in its media department, all working on radio.

Leonard has been buying space and radio since 1937 when he joined McCann-Erickson as an estimate clerk. He became associated with S. D. & B. shortly after its name was changed from Trade Development Inc., early this year. At McCann-Erickson he worked on Ford, Pillsbury, Standard Oil (Ind.) Many-Blanc division of Shenley Distilleries and International-Harvester. He now buys both space and radio for K-F, Club Aluminum, and the Railroads Inter-Regional Committee, which currently uses institutional advertising in more than 2500 daily newspapers.

Station reps find it easy to get Leonard's Irish up when availabilities are not all they should be. He wants 'em fast and he wants 'em to be good. "We want power and we want position," he says. "We don't quibble about the price if it delivers the goods."

LEONARD

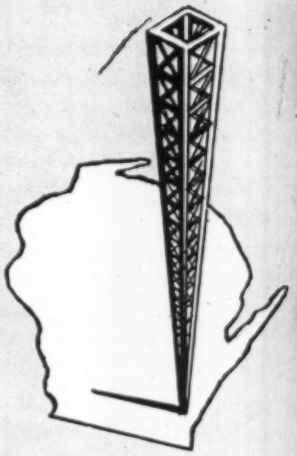
Since the K-F account pays the national rate for both space and spot, Mr. Thornton feels he is more than justified in getting the best for his money. With one exception (no availabilities) K-F is on every 50-kw station in the country.

With close to $1,000,000 in spot billing on the books, S. D. & B. only recently added *Newscope* with Wendell Noble on full MBS to boost its budget for K-F an additional $1,200,000. This has placed K-F at the top of the automotive field in the use of radio.

Busy as he is, Leonard found time to marry Marion Nelson Nov. 15. He has played little golf, at which he rates a 15 handicap, for many weeks.

A native of Wilmington, Del., Leonard attended Pensylvania and Delaware Universities.

Dominant
SELLING POWER



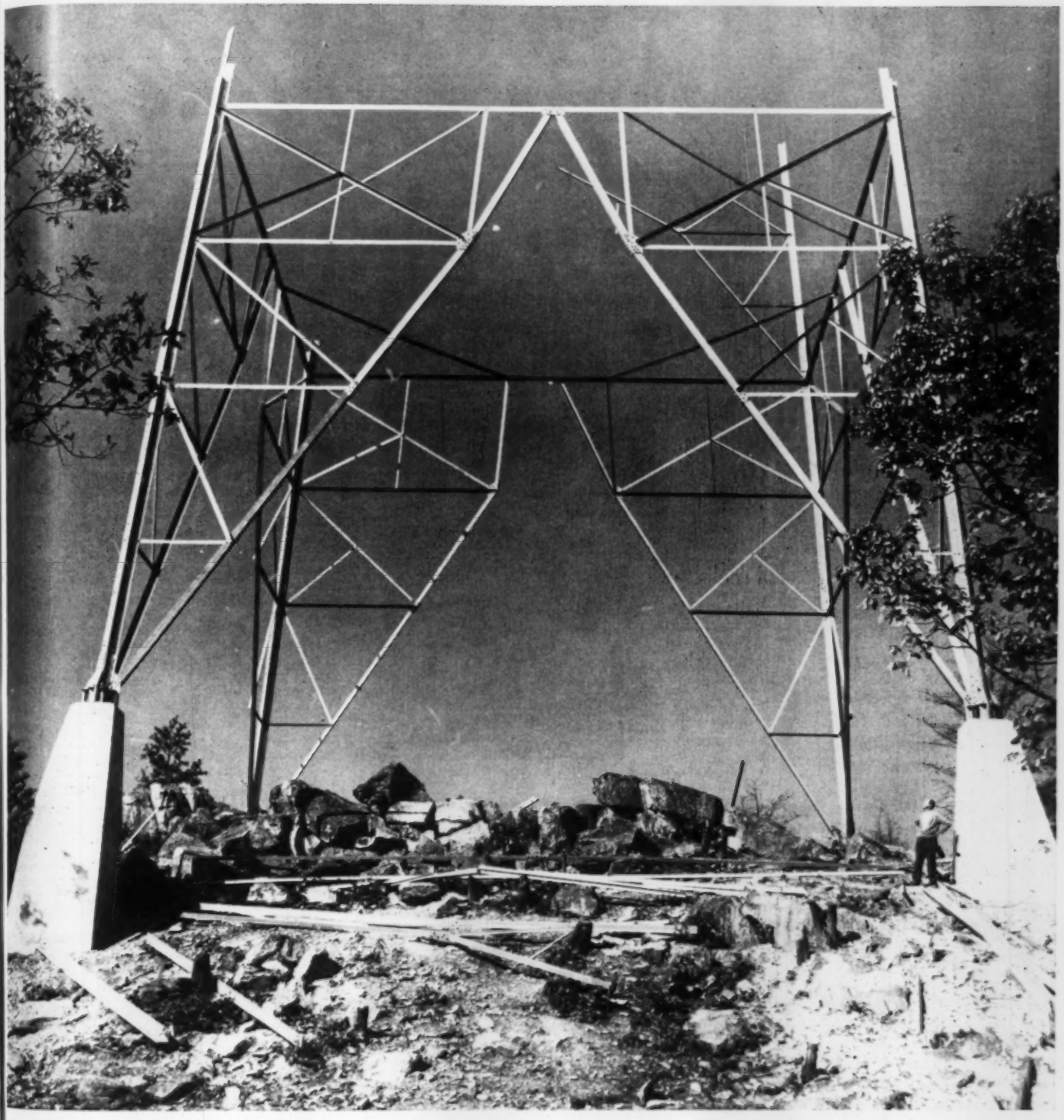
in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives



Going Up!

Skyward rises the gigantic FM-TV tower of the Jefferson Standard Broadcasting Company on Spencer Mountain, North Carolina.

The completed installation, 1121 feet above the surrounding terrain . . . 1866 feet above sea level . . . will give WBT-FM 225,000 watts effective radiated power and an effective radius of 100 miles embracing over 3,000,000 North and South Carolinians. To over half of these, it will also bring television in the not too distant future.*

Thus the Jefferson Standard Life Insurance Company's broadcast subsidiary continues to lead the way in southeastern broadcasting, rounding out a service as progressive as the area it serves.

*TV Application Filed December 2, 1947

AM — WBT — FM

CHARLOTTE, N. C.

The* Jefferson Standard *Broadcasting Company

A Subsidiary of the Jefferson Standard Life Insurance Co.

how would you like a 9.7 EVENING SPORTSCAST in ROANOKE?

● Everybody appreciates the *flexibility* of spot broadcasting for reaching particular markets and audiences. But what about its flexibility in providing *proven program material*, as well?

Take this typical example from WDBJ, in Roanoke, Virginia. For ten years the evening Sportscast has been heard over WDBJ, at 6:10—6:15 p.m. every evening. This feature is listened to by an impressively large audience throughout an area which yields 23.7% of Virginia's total buying power. And in the city of Roanoke alone, the Summer '47 Hooper Survey rated it at 9.7!

All the stations at the right can offer you just such Bull's-Eye Radio in their particular markets, directed at your particular audience. It's flexible, economical, *effective*. How about letting us tell you the whole story?

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BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CONCORDIA	KFRM
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
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BROADCASTING
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VOL. 34, No. 2 WASHINGTON, D. C., JANUARY 12, 1948 $7.00 A YEAR—20c A COPY

Miller First Witness at AFM Probe

Industry Case to Be Started Tomorrow; Petrillo Jan. 19

By J. FRANK BEATTY

JUST a fortnight before the zero hour at which he threatens to stop all networking of music and a fortnight after imposition of a ban on all recording, James C. Petrillo, AFM president, faces a Congressional investigation into his one-man effort to halt the scientific progress that has brought music into every home and meeting place.

The union leader himself will take the stand as the House Committee on Education & Labor probes his defiant campaign to force all users of music to pay new and extortionate tributes to his full coffers.

Opening of hearings tomorrow (Tuesday) launches an investigation during which the story of Mr. Petrillo's relentless use of every monopolistic device will be laid bare by his victims—broadcasters, recorders, transcribers, manufacturers, AM, FM and television stations.

First phase of the industry's case will be presented this week. Mr. Petrillo told Chairman Fred A. Hartley Jr. (R-N. J.) — the Hartley of the famed Taft-Hartley labor legislative duo — he would not be in Washington until Jan. 19, when he will be available for questioning. He was not subpoenaed.

Mr. Hartley

This will mark his second appearance during the 80th Congress at a legislative investigation. Last July he testified before a special subcommittee headed by Rep. Carroll D. Kearns. At that hearing he was treated gently and with deference by Rep. Kearns, himself an AFM card holder.

This time the AFM ruler faces an investigator immune to the threats and maneuverings typical of union leaders of his ilk. Moreover, he faces the handicap of an aroused public, and the fear of an avalanche of public indignation if he pulls his workers off the networks Feb. 1 in addition to stopping all recording and transcribing activities as of Jan. 1.

On the eve of the hearings Chairman Hartley openly defied the might of the powerful AFM head by stating that he would ask Congress to invoke the Sherman antitrust law against him for his ban on recordings. Moreover, he added he would take similar action "against any other arrogant labor leader."

A 20-year member of Congress, Chairman Hartley promises to reveal the Petrillo story in detail as a basis for passage of legislation strengthening the Taft-Hartley Act. Addition of an antitrust provision in the act would impose severe restrictions on all labor unionism, a situation that is understood to have caused embarrassment in union circles.

Chairman Hartley indicated he will conduct a fair hearing, but will not let the AFM president and his lawyer run the show as happened last July before the Kearns subcommittee. At that time the late Joseph Padway sat at Mr. Petrillo's elbow and answered many of the more pointed queries from the subcommittee and its counsel.

All modern trimmings will be present when proceedings open at 10:30 Tuesday morning in the caucus room of the Old House Office Bldg. Television will take its place alongside newsreel cameras, station microphones and recorders.

The room is capable of seating a large audience, as well as accommodating full membership of the Education & Labor Committee. Witnesses scheduled to appear have been asked to submit 100 copies of their advance statements to take care of committee and file needs along with radio and newspaper reporters.

Mr. Miller

First witness is scheduled to be Justin Miller, NAB president, who will present the overall music picture from the industry standpoint. Under advance plans, he will be the only witness at the opening day's hearing. It was understood the committee would meet only during the morning, but an all-day session was planned Wednesday.

Two other associations will occupy the Wednesday calendar. Bond Geddes, executive vice president of Radio Manufacturers Assn., will present the main case for manufacturers of radio sets, recording and other electronic equipment. It is understood individual manufacturers along with wholesalers and distributors will take the stand during RMA's time.

Mr. Geddes

RMA will offer figures showing how Mr. Petrillo's actions affect production and sale of sets. Special concern centers on the recording ban inasmuch as an important portion of set production consists of phonograph combinations. RMA also is concerned over effects of Petrillo's bans on FM and television, both of which have been crippled in their adolescent stage by his restrictions.

FM Assn. is lining up a list of witnesses who will tell harrowing

(Continued on page 92)

White Bill Critics Focus on Sec. 326

Vast Improvement Seen Over Original Measure

ANTICIPATING Senate passage of some version of the White Bill (S-1333) for stem-to-stern amendment of the Communications Act of 1934, the NAB Legislative Committee at an extraordinary session in Washington last Monday decided upon a course of general support for the revised measure except for its so-called censorship section.

Under committee authorization President Justin Miller and NAB legal counsel late last week were drafting recommendations to be submitted, probably early this week, to the Senate Interstate & Foreign Commerce Committee, which is considering the measure. NAB's views, along with those of the major networks, were requested by Sen. Wallace H. White Jr. (R-Me.), majority leader, author of the bill and chairman of the committee and its radio subcommittee, in a conference on the revised measure Dec. 22 [BROADCASTING, Dec. 29].

The NAB Legislative Committee was virtually unanimous in the view that the redrafted bill is vastly improved and far more acceptable than the original version, on which Congressional hearings were held last June. But the committeemen did not veer from their belief that Sec. 326, the "censorship" provision, would be onerous and destructive of radio's freedom because it would impart to FCC the legal authority to regulate the program and business aspects of broadcasting.

Similar opposition to the proposed Sec. 326 has been raised by Mutual and CBS, which already have filed their views with the Senate Committee [BROADCASTING, Jan. 5]. The memoranda of NBC and ABC, due to be filed within the next few days, are expected to bring NAB and the four networks into a solid front against delegation to FCC of any power to consider a station's programming or business affairs at any time.

Subcommittee Informed

Since members of the Senate commerce committee's radio subdivision are being kept informed of developments with respect to the bill, they are not expected to hold another meeting on it.

The measure is slated for consideration at the first meeting of the full commerce committee, though no specific date has been set. Chairman White, suffering from a

(Continued on page 94)

May Study Radio's Effects on Buyers

NAB Research Committee Favors Plan at New York Meeting

SURVEY to show power of broadcasting to influence listener buying habits was favorably discussed last week by the NAB Research Committee at a meeting held in the BMB offices, New York.

The idea has been proposed for some years and is sponsored by the NAB Sales Managers Executive Committee as a means of discovering scientifically the full impact of the broadcast message. The NAB board has discussed the plan but has not given approval.

The committee endorsed a study of the consumer panel type now under way at WKY Oklahoma City and favored publication of a book covering its results.

A research project favorably discussed was evaluation of retail radio advertising, perhaps through a series of studies covering various retail categories such as drug, grocery and other stores.

Another deferred study, by which reasons for non-listening would be analyzed, also was favorably considered by the committee. (See article on page 96 covering non-listening study conducted in Boston.) This NAB project also has been considered by the board.

The committee received a report from Hugh M. Beville, NBC research director, chairman of a subcommittee in charge of the National Opinion Research Council nationwide study of listener reaction to radio. Mr. Beville presented preliminary tabulations of the study but no information was made available pending analysis of the NORC data by Paul Lazarsfeld, Columbia U. economist. Prof. Lazarsfeld wrote the analysis of the previous study.

Completion of Work

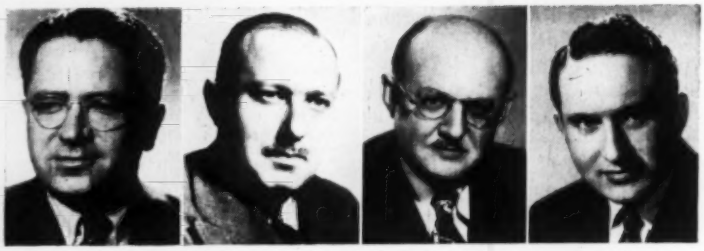
Work on the survey is expected to be complete in time for the NAB board's Feb. 24-26 meeting.

Attending the New York meeting, besides Mr. Beville, were the following committee members: Carl Burkland, WTOP Washington, chairman; Harry Burke, KFAB Omaha; Martin B. Campbell, WFAA Dallas; Dietrich Dirks, KTRI Sioux City, Iowa; J. Archie Morton, KJR Seattle; Earl W. Winger, WDOD Chattanooga. William E. Ware, KSWI Council Bluffs, Iowa, was unable to be present. Charles C. Caley, WMBD Peoria, attended as board liaison member.

Invited guests were: Eugene Thomas, WOR New York, chairman of the Sales Managers Executive Committee; J. Robert Gulick, WGAL Lancaster, Pa., SMEC subcommittee chairman; Richard J. Puff, MBS; Elmo Wilson, CBS; Mr. Beville; Prof. C. H. Sandage, U. of Illinois.

CBS Executive Realignment Follows Promotion of White

Mr. Meighan — Mr. Seward — Mr. Van Volkenburg



Mr. Dean — Mr. Grossman — Mr. Becker — Mr. Saxe

* * *

SEVERAL major changes in the executive staff of CBS effective Jan. 7, were announced last week by Frank Stanton, the network's president, in the wake of Frank White's appointment as president of Columbia Records [BROADCASTING, Dec. 29, Jan. 5].

Howard S. Meighan, formerly vice president in charge of CBS-owned stations, becomes vice president and a general executive of the network with supervision over: Station administration, radio sales, sales promotion, research, press information, cooperative program sales.

Seward's New Duties

James M. Seward, formerly director of operations, becomes vice president in charge of operations, supervising these departments: Program operations, technical and building operations, construction, mail and files, purchasing, copyright.

J. L. Van Volkenburg, general sales manager of Radio Sales, the spot broadcasting division of CBS, takes over supervision of the CBS-owned stations with the title of director of station administration. He will report to Mr. Meighan.

S. R. Dean, formerly assistant treasurer, is promoted to treasurer, with direct responsibility for CBS fiscal and accounting matters.

I. S. Becker and Henry Grossman, formerly assistant directors of operations, become director of program operations and director of technical and building operations, respectively.

Edward L. Saxe, formerly assistant to the CBS treasurer, becomes executive assistant to the general executives of the network.

Assignments for Ream

In a memo to all CBS personnel, Mr. Stanton added that Joseph H. Ream, CBS executive vice president, will now have the following departments under him: Station relations, personnel relations, (including labor matters), legal, reference, editing, Washington office.

Adrian Murphy, vice president and general executive, will now direct these CBS departments: Television, general engineering, engineering research and development, shortwave. The vice president in charge of operations will report to Mr. Murphy.

The CBS sales, treasurer's office, and auditing departments will report direct to Mr. Stanton, he said.

Garrett Wine Extending Spots in Major Markets

GARRETT WINE Co., New York (Virginia Dare), Jan. 19 will start a spot announcement campaign using 130 stations across the country. Advertiser for the past three years has used an eight-week spot announcement campaign every fall and spring.

This year the firm has extended the contract in the major markets to a 13-week contract but will continue to use an eight-week contract in other markets. Company will use its regular "Say It Again" jingle for the newest schedule. Ruthrauff & Ryan, New York, is the agency.

Coast Guard Recruiting Show Takes Air Jan. 26

COAST GUARD Recruiting has appointed William Von Zehle & Co., New York, to place its advertising recruiting campaign including a network show. The agency has created a half-hour dramatic show —still untitled—which will start on Jan. 26, Mondays, 10-10:30 p.m. on ABC.

The dramatic show will include a guest star each week plus Edwin C. Hill as narrator and Harry Sauter and his orchestra. Sylvan S. Taplinger, account executive of the agency, will produce the program. The Coast Guard Recruiting was formerly handled by the Newell Emmett Co., New York.

NBC REPORTS 17 RENEW WHILE ONE INCREASES

SPONSORSHIP of 17 NBC programs has been renewed, and one show, *The Ccheaffer Parade*, has increased its coverage from 53 stations to the full network, NBC announced last week. The W. A. Sheaffer Pen Co., Fort Madison, Iowa, sponsors latter program, with Russel M. Seeds Co., Chicago, as agency.

Programs renewed are:

"Waltz Time" (Fri. 9-9:30 p.m.), "Manhattan Merry-Go-Round" (Sun. 9-9:30 p.m.), "American Album of Familiar Music" (Sun. 9:30-10 p.m.), all sponsored by Sterling Drug Inc. through Dancer-Fitzgerald-Sample. New York.

"The Molle Mystery Theater" (Fri. 10-10:30 p.m.), Centaur Co., New York. Young & Rubicam. New York.

"The New Sealtest Village Store" (Thurs. 9-9:30 p.m.), Sealtest Inc., New York. McKee & Albright, New York.

"One Man's Family" (Sun. 3-3:30 p.m.), "The Charlie McCarthy Show" (Sun. 8-8:30 p.m.), both sponsored by Standard Brands Inc., New York. J. Walter Thompson Co., New York.

"Amos 'N, Andy" (Tues. 9-9:30 p.m.), Lever Bros. Co., Cambridge, Mass. Ruthrauff & Ryan, New York.

"The Milton Berle Show" (Tues. 8-8:30 p.m.), Philip Morris & Co. Ltd., New York. Blow Co., New York.

"Carnation Contented" (Mon. 10-10:30). Carnation Co., Milwaukee. Erwin, Wasey & Co., New York.

"A Day in the Life of Dennis Day" (Wed. 8-8:30 p.m.), "Can You Top This" (Fri. 8-8:30 p.m.), both sponsored by Colgate-Palmolive-Peet Co. Ted Bates Inc., New York.

"Sports Newsreel of the Air" (Fri 10:30-10:45 p.m.), "The Judy Canova Show" (Sat. 9:30-10 p.m.), both sponsored by Colgate-Palmolive-Peet Co Sherman & Marquette, New York.

"Lora Lawton" (Mon. through Fri 6:45-7 p.m.), Babbitt Inc., New York Duane Jones Co., New York.

"Sunoco Three Star Extra" (Mon through Fri. 6:45-7 p.m.), Sun Oil Co. Philadelphia. Roche, Williams & Cleary New York.

"Fred Waring Program" (Tues. and Thurs. 10-10:30 a.m.), American Meat Institute, Chicago. Leo Burnett Co. New York.

ABC Reportedly Offering Ford New Time for Show

ABC last week reportedly was soliciting Ford Motor Co., through Kenyon & Eckhardt, New York, to transfer its *Ford Theatre* from its present Sunday afternoon spot on NBC to Thursdays, 8-9 p.m., on ABC, the period following the new *Henry Morgan Show* (see earlier story on page 60) which begins Jan. 29.

Agency executives were known to be considering the offer. The *Ford Theatre* started its second 13-week cycle on NBC Jan. 4.

Industry Promotion Drive Approved

NAB Committee Assents; Plan Goes to Board At Feb. Meeting

INDUSTRY promotion project of "smash" proportions based on a motion picture film, or series of films, was unanimously approved by the NAB Sales Managers Executive Committee at its Thursday-Friday meeting at NAB headquarters, Washington. The project, considered during the Atlantic City convention, goes to the NAB board for action at its Feb. 24-26 meeting in Hot Springs, Va.

Approval of the cooperative promotion, in which networks, transcription companies and national representatives would join, dominated the two-day committee session at which Chairman Eugene S. Thomas, WOR New York, presided.

Recalling success of the original promotion film of the early '40s, which led to the Joske clinic and broke down historic retail coolness toward radio, the committee heard progress of studies conducted by a subcommittee headed by Gordon Gray, WIP Philadelphia [BROADCASTING, Dec. 22].

Should the board go along with the committee, work on the project can get underway in the spring. Already considerable groundwork has been accomplished by the subcommittee as well as networks and station representatives.

The film or films, along with other promotional vehicles, would be used to sell radio as an advertising medium from the highest industry levels through local organizations. It would be strictly topflight in nature, and surpass anything ever attempted by an advertising medium.

All Seen Benefitting

All industry segments would benefit, from small local stations to large operations, representatives, transcription firms and networks. Actually, the project already has gone well into the discussion stage among networks. Their progress had been reviewed at a meeting of the NAB subcommittee in New York Dec. 10.

At that time Arthur Hull Hayes, WCBS New York, had reviewed the background along with Victor M. Ratner, CBS vice president in charge of advertising. The subcommittee had agreed that efforts of networks and NAB should be combined.

The networks had pondered the idea of a film or series of films, along with slides or easels, to be unveiled at a New York presentation. Range of subjects would reach from industry material to material for public consumption perhaps through theatres.

Live presentations would be made in Chicago and Los Angeles, under this plan, with enough films available for national distribution. The networks had pledged funds to start production, and national representatives had indicated interest in the overall project.

During the two-day SMEC meeting Thursday and Friday reports were presented by several subcommittees.

Widespread interest in the second annual retail radio contest of the National Retail Dry Goods Assn. was reported by J. Robert Gulick, chairman of the Retail Advisory Subcommittee. Results of the contest will be announced at the NRDGA convention this week (Monday through Friday) at the Hotel Pennsylvania, New York.

Entries were double those a year ago, Mr. Gulick reported, adding that the quality was vastly superior both as to entertainment and effective selling. Final judging was completed last Wednesday by a screening committee. A number of retailers who have winning programs will take part in the NRDGA Radio Section of the Sales Promotion Session, scheduled Wednesday afternoon.

Interest in radio among retailers is growing "by leaps and bounds," Mr. Gulick said, adding that NRDGA believes next year's contest will draw an enormous number of entries.

The committee praised work of the NAB Retail Consulting Service, conducted by Lee Hart, head of the Retail Section, Dept. of Broadcast Advertising. Results of consultations and discussions in 46 cities were reviewed.

Special project to evaluate retail radio advertising was discussed at length. Series of miniature studies on effectiveness of radio, resembling separate Joske reports, was favored. Among retail establishments to be studied would be drug, grocery and furniture stores, automotive firms, banking and finance, home appliance dealers. The Broadcast Advertising Dept. and Research Dept. are to work out a plan for submission to the board.

Projects Reviewed

Odin S. Ramsland, KDAL Duluth, chairman of the Subcommittee for Sales Promotion, reviewed the two main subcommittee projects—campaign to increase radio listening and National Radio Week, in both of which Radio Manufacturers Assn. participates. NAB's part in the projects was under direction of Hugh Higgins, assistant director of broadcast advertising in charge of promotion.

Observance of Radio Week, he said, was vastly greater than the two previous celebrations. He cited examples of the wide attention given the event throughout the country, with the cooperation of federal, state, local and civic agencies. He said the Voice of Democracy contest drew 20,000 high school entries, with some 200,000 letters entered in the contest conducted by the Assn. of Women Broadcasters (see story page 44).

An interesting feature of Radio Week, he said, was participation by amateur operators all over the country.

During discussion of public relations advertising in small markets, led by J. Allen Brown, assistant director of advertising, case history study of such projects was favored.

Dr. Kenneth Baker, NAB director of research, outlined current

(*Continued on page 93*)

SALES AND ADVERTISING topics covering a wide range of industry activities were discussed at meeting of the NAB Sales Managers Executive Committee last Thursday and Friday. L to r, seated: Joseph B. Matthews, WIRK West Palm Beach, Fla.; Gordon R. Gray, WIP Philadelphia; Odin S. Ramsland, KDAL Duluth; Harold Soderlund, KFAB Omaha; Joseph H. McGillvra, of Joseph H. McGillvra Inc.; Eugene S. Thomas, WOR New York, chairman; George Brett, The Katz Agency; Ray Baker, KOMO Seattle; J. Robert Gulick, WGAL Lancaster, Pa.; Harry R. Spence, KXRO Aberdeen, Wash., board liaison member. L to r, standing: J. Allen Brown, Hugh Higgins, Lee Hart, Frank E. Pellegrin and C. E. Arney Jr., all of NAB headquarters staff.

NAB Study Shows Increased Operating Costs for 1946

OPERATING costs of all classes of stations consumed 4½ cents more out of every dollar of income in 1946 than in 1945, bringing total expenses (exclusive of federal taxes) from 69 to 73½ cents, according to a compilation by the NAB Research Dept. This represents a corresponding drop in income before taxes.

Broadcast expense in 1946, as in 1945, was highest in the non-affiliated group, rising from 82.4 to 87 cents. Network affiliate costs increased from 67.4 cents in 1945 to 71.5 cents in 1946.

Study of FCC Figures

NAB found, on the basis of a study of 1946 FCC figures, that over 43 cents of every dollar of broadcast revenue went into wages and salaries, with nearly 50 cents directly connected with the broadcast and sale of programs, a big increase over 1945. All figures are percentages of net revenue, with 10 network key stations excluded.

Direct expenses necessary to broadcast of programs amounted to 49.7 cents, NAB found, including technical and program items along with sales costs. This figure was 3.5 cents above the 1945 figure.

Exclusive of sales and technical costs, total program expenses consumed 26.6 cents of every dollar, including program department wages as well as talent, royalty and license fees, fees for transcriptions and recordings, wire services and miscellaneous costs. This compares to 24.8 cents in 1945.

Explaining that FCC will publish its dollar volume figures for 1946 in March, NAB explained its study converts Commission totals into percentages for guidance of station executives. NAB's data are broken down into 50 kw clear channel, 5 to 20 kw clear channel, regional, and parttime and fulltime local channel stations. Percentage figures are summarized by industry totals for network and non-affiliated stations.

Technical expenses in 1947 on an industrywide basis, including salaries and wages, repairs, power cost, and other expenditures, consumed 12.1 cents of every dollar compared to 10.7 cents in 1945, NAB found.

Other Expenses

Expense of selling, including salaries, wages and commissions, advertising, promotion and publicity, took 11 cents on the dollar compared to 10.6 cents in 1945. Total direct expense, comprising selling, technical and program items connected with direct broadcast costs, accounted for 49.7 cents. General and administrative expenses totaled 23.8 cents, up from 22.9 cents in 1945.

SPAC Posts Held By Mason, Morency

Will Serve on NBC Plans Group For Their Districts

NBC STATIONS Planning and Advisory Committee has re-elected Paul W. Morency, vice president and general manager of WTIC Hartford, Conn., and Richard H. Mason, manager of WPTF Raleigh, N. C., to represent their respective districts with SPAC. Mr. Morency served as chairman of SPAC last year, and Mr. Mason was secretary. Election of the new chairman and secretary will be held late in January.

Other members re-elected were Milton L. Greenebaum, president and general manager of WSAM Saginaw, Mich.; John J. Gillin Jr., president and general manager of WOW Omaha, Neb. and H. Quenton Cox, manager of KGW Portland, Ore.

New members of the committee are Wiley P. Harris, director of WJJX Jackson, Miss., who replaces H. W. Slavick, director of WMC Memphis, Tenn.; Martin B. Campbell, general manager of WFAA Dallas, Tex., who replaces William B. Way, manager of KVOO Tulsa, Okla.; and S. S. Fox, president and general manager of KDYL Salt Lake City, who replaces Walter E. Wagstaff, general manager of KIDO Boise, Idaho.

FOUR ABC DISTRICT HEADS ARE ELECTED

ELECTION of four district representatives to the ABC Stations Advisory Committee was announced last week by John H. Norton Jr., ABC vice president in charge of stations.

Re-elected were Roger W. Clipp, WFIL Philadelphia general manager, to represent the northeastern district, E. K. Hartenbower, KCMO Kansas City general manager, midwestern district, and Harold Hough, WBAP Fort Worth director, southwestern district.

Arch Morton, KJR Seattle general manager, was elected representative for the Pacific district replacing Jack Gross, KFMB San Diego president.

Nesbitt to Start Co-op On Full MBS Next Month

JOHN NESBITT'S *Passing Parade* dramatizations will be carried as a co-operative program on the full MBS network starting Feb. 2, according to an announcement last week by Bert Hauser, Mutual's director of co-operatives. The show will be Monday through Friday, 11-11:15 a.m.

Mr. Nesbitt first broadcast on the West Coast in 1937, and since then has been sponsored at various times by Chesterfield cigarettes, Johnson's wax and Westinghouse. Since 1938 he has been making *Passing Parade* movie shorts for MGM pictures, four of which have won Academy Awards.

Kennally, Carmine, Gillies Get New Posts as Result of Philco Expansion

IN LINE with the current expansion of Philco Corp., Thomas A. Kennally, who has been vice president in charge of sales, has been appointed vice president and assistant to the president of Philco to assist in the over-all direction of the firm's activities.

James H. Carmine, who has been vice president in charge of merchandising, was named vice president in charge of distribution for Philco, responsible for all Philco sales, merchandising and advertising activities.

Joseph H. Gillies, who has been vice president in charge of radio production since 1942, has been appointed vice president in charge of radio division operations of Philco Corp. In his new capacity, Mr. Gillies will coordinate engineering, purchasing, planning, material control, and production of all Philco radio, television and other electronic products.

Kennally Background

Mr. Kennally has been with Philco since 1924 in a variety of capacities. After serving as district representative in Central New York, he was manager of the East Central Division with headquarters in Cincinnati from 1927 to 1930. He was then appointed manager of the New York office for Philco and continued in that capacity until he became general sales manager of the company in 1935. In 1941 he was named vice president in charge of sales and has been a member of Philco's board of directors since 1940.

Mr. Carmine joined Philco in 1923, when he became district representative in Pittsburgh. He went to Chicago as sales manager of the Middle West in 1932. Seven years later he was transferred to the home office in Philadelphia to become assistant general sales manager, and in 1941 was made general sales manager. For the past five years he has been vice president in charge of merchandising and a director of the Philco Corp.

Mr. Gillies joined Philco in 1929 and was a member of the factory engineering organization for several years. In 1939 he was named works manager and in 1942 was appointed vice president in charge of radio production. During the war, under his direction Philco produced over 500,000 complete radar equipments with a value of more than $250,000,000 for the Army and Navy. He was elected to membership on the Board of Directors of Philco Corp. in 1947.

168th NBC Outlet

WEAT Lake Worth, Fla. will become NBC's 168th affiliate when it goes on the air Jan. 15, the network said last week. WEAT will operate fulltime with 250 w on 1490 kc. It was bought recently by Clarence L. Menser, former NBC vice president who resigned from the network last year.

MGM Disc Suit

PENDING hearing on charges brought by MGM, Maurice A. Rapoport and Metro Record Co., Hollywood, on Jan. 5 were restrained by Federal Judge Leon R. Yankwich from using their brand name on discs. No trial date was set. In asking for restrainer, MGM charged infringement of its disc label, declaring that label dates from 1946 and carries a good will valuation of $10,000,000.

Drawn for BROADCASTING by Sid Hix

"Why should I pay you when I can hear Jack Benny free!"

SSC&B Appoints Dillon, Spencer Vice Presidents

Mr. Spencer Mr. Dillon

ABBOTT K. SPENCER, account representative, and J. Clifford Dillon, copy chief, have been named vice presidents of Sullivan, Stauffer, Colwell & Bayles, New York.

Both men were formerly associated with J. Walter Thompson Co. Mr. Spencer joined SSC&B in 1947, and Mr. Dillon in 1946.

It was understood that three other members of the agency would be named vice presidents within a fortnight.

MEMBERSHIP OF NAB'S PROGRAM UNIT NAMED

MEMBERS of the NAB Program Executive Committee to serve during the current year were announced last week. Chairman is John S. Hayes, WINX Washington. Others are Layne Beaty, WBAP Fort Worth; Edgar L. Bill, WMBD Peoria; Walter J. Brown, WORD Spartanburg; Harry C. Butcher, KIST Santa Barbara; Arthur B. Church, KMBC Kansas City; Ted Cott, WNEW New York; Robert D. Swezey, MBS New York; E. R. Vadeboncoeur, WSYR Syracuse. Serving as board liaison members are Harold E. Fellows, WEEI Boston; Robert T. Mason, WMRN Marion, Ohio.

First meeting of the committee will be held Jan. 26-27 in Washington, with a joint meeting scheduled Jan. 28 with the Public Relations Executive Committee. At that time progress in revision of the NAB Standards of Practice will be reviewed. The board's special code review committee meets today and tomorrow in Washington.

Theodore I. Oberfelder Wins Promotion at ABC

APPOINTMENT of Theodore I. Oberfelder as director of advertising and promotion for ABC was announced last week by Ivor Kenway, the network's vice president in charge of advertising, promotion and research.

Formerly assistant director of advertising and promotion, Mr. Oberfelder joined ABC in February 1945, as coordinator of program promotion. Previously he was promotion director successively of WCAU and WFIL Philadelphia.

NBC Installing Alternate Video Route

Microwave Relay To Link Baltimore, Philadelphia

AS A MAJOR STEP toward establishment of its own fulltime video network along the East Coast, NBC is installing a microwave radio relay system between Philadelphia and Baltimore.

Connected with Philco's New York-Philadelphia relay at one end and with Washington, either directly or by a further relay link, at the other, this new circuit will provide an alternate video route from New York to Washington to AT&T's already crowded coaxial cable service.

In discussing the radio relay set-up, O. B. Hanson, NBC engineering vice president, pointed out that at present the only video connection between New York and Washington is AT&T's coaxial cable, currently offering one north-south circuit and one south-north circuit to the various video networks on a time-sharing arrangement which roughly gives NBC, CBS and DuMont each slightly more than two days' use of the cable each week.

AT&T has announced plans for adding another New York-Washington circuit this spring, in time to handle the increased video traffic of the national political conventions, but this circuit will also be on a time-sharing basis.

Exclusive 1-Way Channel

The new radio relay will provide NBC with an exclusive one-way video channel between New York and Washington, Mr. Hanson said, which this network can offer to its television clients when and as it pleases. But he emphatically stated that the arrangement is designed for temporary service only and that NBC has no plans for entering the network facilities business on a permanent basis. "We prefer to concentrate on providing program service to our affiliates," he declared, "and to depend on public utilities for permanent service. We plan to use our own relay circuit only until AT&T or some other public utility is able to offer us full service facilities."

The Philadelphia-Baltimore relay will utilize RCA 7,000-mc link transmitters, Mr. Hanson said. Through the "courteous cooperation of Western Union Co.," he said, NBC has been permitted to install this equipment on the WU towers at Brandywine, Del., and Elkneck, Md. These towers are already used by the telegraph company for its own services, he said.

At the Philadelphia end of the circuit, a microwave transmitter will be installed atop the new tower of the Philco video station, WPTZ, which is now under construction and is expected to be completed about the end of the month. Receiving equipment will similarly be installed atop the tower of WBAL-TV in Baltimore. This also is due to be finished by the end of January, so that tests of the relay may begin early in February, Mr. Hanson said.

FCC Gives Approval

The FCC last Thursday gave NBC permission to operate the relay transmitters at Philadelphia, Brandywine and Elkneck on an

(*Continued on page 93*)

Other television stories in this issue:

Murphy Directs TV in CBS Realignment ..... p. 14
Church Announces Midland Re-entry into TV ..... p. 20
45% Dissatisfied with TV Programs, Says Zenith ..... p. 26
Television Liquor Ad Ban Sought ..... p. 38
WGNA Names Brooks to Operations Post ..... p. 48
DuMont Cites Television in Report ..... p. 48
Admiral Adds Table TV Set to Line ..... p. 62
Marlowe Covers N. Y. Blaze With TV Film ..... p. 68
CCNY Including TV Course ..... p. 89
Furniture Market Telecast on WBKB ..... p. 95
WTMJ-TV Adds Equipment ..... p. 97
Video Said Booming Chicago Sports ..... p. 98
Theatre TV Experiment Planned in Hollywood ..... p. 98
Ouimet Says Canadian TV Still in Future ..... p. 98
Television Grants Issued for Atlanta, Lancaster ..... p. 99
WTTG License Bid Set for Hearing ..... p. 99
Work Being Rushed on WCAU-TV Operations ..... p. 101

WNBW Gets First Postwar TV License; Four More Seek CPs

NBC's WNBW Washington last week became the first postwar television station to receive a license, while the demand for new stations continued with the filing of two applications for the Easton-Allentown-Bethlehem area in Pennsylvania and one each for Toledo and Canton, Ohio.

Philco Television Broadcasting Corp., licensee of WPTZ (TV) Philadelphia, applied for Allentown-Bethlehem-Easton, and Easton Publishing Co., permittee for WEEX (FM) Easton and publisher of the *Easton Express*, filed for Easton, both seeking Channel 8 (180-186 mc.) The *Toledo Blade*, controlling owner of WWSW and WMOT (FM) Pittsburgh, applied for Channel 10 (192-198 mc) and also an AM station at Toledo, and the Brush-Moore Newspapers' WHBC Canton requested Channel 7 (174-180 mc).

VIDEO PARADE
On air: 18.
Licensed: 7.
CP's: 67.
Pending: 83.

Estimated installation costs ranged from $157,836 for Easton Publishing Co. to $315,000 for the *Blade*, with Philco anticipating an initial outlay of $189,000 and WHBC $198,170.

Philco's Station

Philco's proposed station would be located at Allentown. Vice President Ernest B. Loveman said that "if our application is granted we shall be able to install Philco microwave relay equipment of the type now linking New York and Philadelphia and thus beam WPTZ programs to the Allentown station and eventually obtain worthwhile local programs from the Lehigh Valley in exchange."

With last week's additions there are now three applications for the sole channel available in the Easton area, WSAN Allentown having filed previously for No. 8. WHBC is the only applicant for the only channel available at Canton. (No. 7, sought by WHBC, would be substituted for No. 1 there under proposed allocation changes, if FCC effectuates its plan to eliminate Channel 1 from television). At Toledo, where Fort Industry Co. has a grant for WTVT on Channel 13, the *Blade* is the only current applicant.

Seven Now Licensed

Issuance of license to WNBW, operating on Channel 4 (66-72 mc), was announced by FCC last Wednesday and brings the number of licensed commercial video stations to seven. Of the six licensed prewar stations, DuMont's WABD and NBC's WNBT, both in New York, have since received new licenses following frequency changes. Other licensed stations are WBKB, Balaban & Katz station in Chicago; CBS' WCBS-TV New York; General Electric's WRGB Schenectady, and Philco's WPTZ.

Nineteen stations are on the air, several of which reportedly are working on proofs of performance looking toward regular licenses.

The *Toledo Blade's* AM application was for 1470 kc with 1 kw, using directional antenna fulltime.

Easton Publishing Co., in addition to its FM grant and video application, sought an AM station but lost a competitive proceeding for 1230 kc. The company has had a petition for reconsideration pending before FCC since last July.

On TBA Board

GEORGE M. BURBACH, general manager of KSD and KSD-TV St. Louis, has been elected a member of the board of Television Broadcasters Assn. to fill the unexpired term of Frank P. Schreiber, general manager, WGN Chicago, resigned.

Universities Will Study TV's Effect on Athletics

NATIONAL Collegiate Athletic Assn., meeting in New York last week, appointed a five-man committee to study and report on the place of television in college athletics.

Al Masters of Stanford U. was named chairman of the video group. Members include Asa Bushnell, Eastern College Athletic Conference Commissioner, James Stewart, Southwest Conference, Herbert Jones, Notre Dame U., and Theodore Payseur, Northwestern U.

Formation of this committee, which is to integrate the television views of the various regional college athletic conferences, was recommended at a conclave of the Eastern College Athletic Conference in New York last month.

Video Feature Newsreel Is Sold to Two Stations

TWO STATIONS have agreed to buy weekly "Snapshots," 10-minute feature subject video newsreel, according to Don McNamara, television director of Telefilm Inc., Hollywood. Stations are WWJ-TV Detroit and KSD-TV St. Louis.

Scheduled on 52-week basis, most current film covers four subjects including hungry Navajos, Tournament of Roses parade, timber supply situation and racial composition of Hawaii.

Prices of film, according to Mr. McNamara, are as follows: $150 in cities having 10,000 sets-in-use; $125 in cities with 5,000-10,000 sets-in-use; $100 where 2,000-5,000 sets are in use; $75 with less than 2,000 sets in use.

Garod TV Console

GAROD Electronics Corp., Brooklyn has announced a new video receiver with a 12-inch direct-viewing tube and including AM, FM, shortwave and an automatic record changer, to retail at $695 plus installation.

Career Man Named To Replace Benton

Truman Selects Allen to Head State Dept. Public Affairs

THE HIGHLY CONTROVERSIAL post of Assistant Secretary of State for Public Affairs was assigned last week by President Truman to George V. Allen, at present U. S. Ambassador to Iran, after the job had remained vacant for some three months.

Mr. Allen, a foreign service career man in the State Dept., replaces William Benton, who stepped down from the post last fall [BROADCASTING, Sept., 29, 1947] after many sharp and bitter battles with Congressmen who differed with his budget estimates and operating procedure, particularly on the "Voice of America."

Though he was always the center of a storm of Congressional controversy, Mr. Benton was commended by President Truman for the job he did when the President accepted his resignation. Since that time, the post was reportedly offered to several leaders in the radio and advertising fields but was turned down by them either because of low pay or because of its controversial nature.

Follows Trend

The President's appointment was in line with a recent trend to place career people in key State Dept. positions. Latest examples of this were the appointments of Charles W. Thayer and Leland Barrows [BROADCASTING, Jan. 5] as chief of the International Broadcasting Div. and deputy director of the OIE, respectively, replacing Ken Fry and C. Stewart Brown. Other foreign office men in top State Dept. posts include Norman Armour, Assistant Secretary of State, and Charles E. Bohlen, Department Counselor.

In his new position, Mr. Allen will be in charge of the Office of Information and Educational Exchange which runs the overseas broadcasts of the "Voice of America." He is presently holding down his post abroad, but is expected to return to the United States early next month.

Although the job of Assistant Secretary of State normally pays only $10,000 a year, it was said that Mr. Allen would receive a salary of $13,500 as a career minister.

The new appointee has been a foreign service officer for some 18 years, and previous to that he was a North Carolina newspaperman.

Sees TV Year

MORE THAN 600,000 television sets will be built and sold during 1948 to make this the greatest year in the video industry's history, Hamilton Hoge, president, United States Television Mfg. Corp., predicted last week.

Mr. ALLEN

Philadelphia Bid for '56 Olympics Offers AM-TV

PHILADELPHIA, with the two coming political conventions signed for this summer, has looked forward eight years to make a bid for the 1956 Olympics. Formal bid has now been made with the U. S. Olympic Committee in New York. Competing offers have been presented by Detroit, Minneapolis and Los Angeles. Decision is expected within the next few weeks.

Should Philadelphia win the games, it would make the city the hub of a huge radio and press network. Invitation of the Philadelphia Convention and Visitors Bureau stressed the fact that the city has experience in dealing with big events through the annual Army-Navy football games and past political conventions. Most of the sports facilities available for Olympic games in the Quaker City have been used for remote broadcasts.

BIG SLICE OF '48 AD DOLLAR SEEN IN RADIO

MORE than 125 advertisers, each with budgets "exceeding a million dollars annually," are planning to give radio "an agreeable share" of the 1948 advertising dollar, Gil Berry, ABC Central Division sales manager, said last week.

Basing his statement on discussions with division clients, Mr. Berry said, "Reports indicate that most manufacturers intend to make 1948 a record year. New products are being added to the market continually and products whose manufacture was suspended during the war years are being reintroduced."

Mr. Berry believes this will afford additional competition in most industries and that current advertising programs of larger firms will be expanded in an effort to hold brand positions.

While the one-million-dollar figure represents the total advertising budget in each case, Mr. Berry added, ABC expects to derive that much for radio alone from accounts with certain individual advertisers such as General Mills, Procter and Gamble, Sterling Drug Inc., and Swift and Co.—four leading clients on ABC's gross billing list for 1947 [BROADCASTING, Dec. 29].

3 Networks Sign Western Regional RWG Contracts

RADIO WRITERS GUILD western regional contracts with ABC, CBS and NBC have been signed, effective Feb. 1, following the pattern of the new national pact. Regional programs are assigned a writing minimum equal to 60% of the national rate and local programs a minimum equal to 40% of national rate.

The contract extends through July 31, 1954, with reopening of negotiations applicable only to fees at the following intervals: February 1950, 1952 and 1954.

Regional programs include coverage in areas of Hawaii, the Philippines and Alaska. Local agreement applies only to KNX and KECA Hollywood and KNBC and KGO San Francisco.

Mundt Bill Ready For Senate Action

Sen. Smith Seeks Quick Passage For Revised Measure

THE MUCH-TRAVELED Mundt Bill for a U. S. foreign information service was approved in revised form by the Senate Foreign Relations Committee last week and sent back to the Senate floor for action.

Sponsored by Sen. H. Alexander Smith (R-N.J.), the measure is a revision of the House-passed Mundt Bill and is designed to cover the objection that appropriation of funds for the "Voice of America" program is without prior approval of an authorization measure.

Title and purposes of the bill are clarified and statutory authorization is given for the State Dept. to carry on its "Voice" program. Debate is expected to begin early, possibly next week, since the measure has been given high priority by the Republican Policy Committee.

Bill's Authorization

The revised bill authorizes both a foreign information program and an education exchange service whereby the U. S. and foreign nations would exchange leaders in the education, science and art fields. The Secretary of State would control both phases of the program, but in addition, there would be created two advisory boards of five men each, one to handle the cultural and the other the information end of the project. The boards would be bi-partisan and would consist of non-governmental leaders.

The measure provides no specific funds for the program, but merely authorizes Congress to appropriate such funds as it sees fit.

Senator Smith said he hoped for quick passage in order that "current mis-statements of some nations, mainly Russia, can be corrected." He added that the immediate need was to counteract "propaganda" against the European Recovery Program.

Westinghouse Veers from CCBS Plan

Calls 20-Station 750-kw Coverage Proposal Inadequate

BREAK in Clear Channel Broadcasting Service support for its 20-station plan for 750-kw clear-channel coverage of the nation came last Thursday when Westinghouse Radio Stations Inc. told FCC that the plan "will not adequately or economically solve the issues" of the clear-channel proceeding.

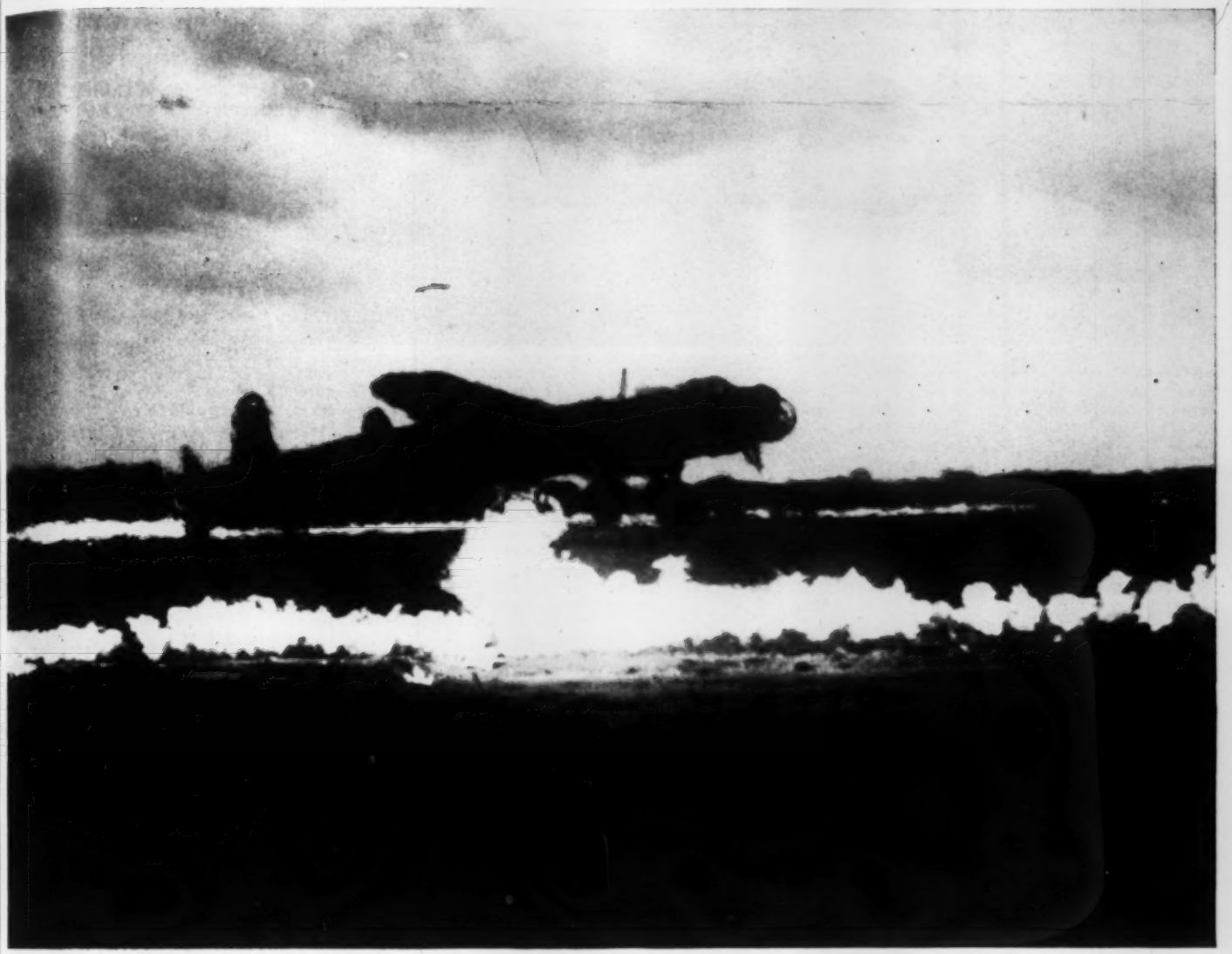
Westinghouse's KDKA Pittsburgh, a member of CCBS, and its WBZ Boston, technically a 1-B station but operating alone on its channel at night, both would go from 50 to 750 kw, along with 18 other clear-channel stations, under the plan offered by CCBS as the solution to the nation-wide coverage problem [BROADCASTING, Oct. 28, 1946; Oct. 27, 1947].

Since both KDKA and WBZ are NBC affiliates and serve the same "region" in the CCBS plan, and since CCBS proposed to have a different 750-kw affiliate for each of the four networks in each region, at least one of the two WRS stations would have to switch to another network if the CCBS proposal were adopted by FCC. This was not listed by WRS among its reasons for renouncing the plan.

Disclosing its decision in a brief filed four days before today's deadline for briefs looking to Jan. 19 oral argument in the clear-channel proceeding, Westinghouse said it had considered the CCBS proposal "in the light of its own experience and of the rapid technical and economic changes that have recently taken place in the art."

Westinghouse said that "continuing study of current developments and of the economic problems

(Continued on page 101)



Operation F-I-D-O

This one reaches away back. It's known to the British as "Fog Investigation Disposal Operations." Therefore, Fido.

It burned off the fog on the runways. It helped crews off and on the runways. It saved many a bombing crew during World War II.

Not many in radio have a pilot's green ticket for blind flying when it comes to buying radio time. That's why we run ads like this for W-I-T-H. Some buyers need the fog burned away when it comes to making up a client budget list.

The clear-as-unlimited-visibility story in Baltimore is W-I-T-H. It's the successful independent station in this big town that delivers more listeners-per-dollar-spent than any other station in town.

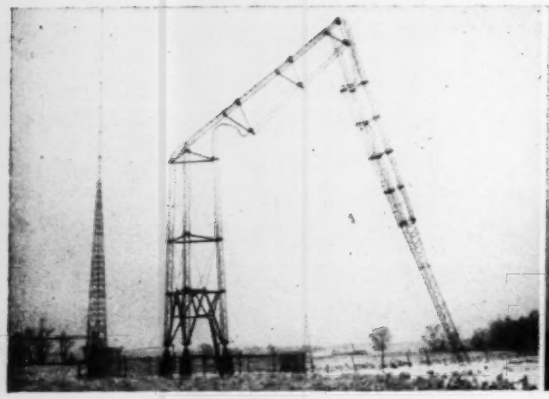
For sales at the lowest cost, better put W-I-T-H on that list. You'll be astonished how the fog lifts on client's sales. They'll think you're smart, too!

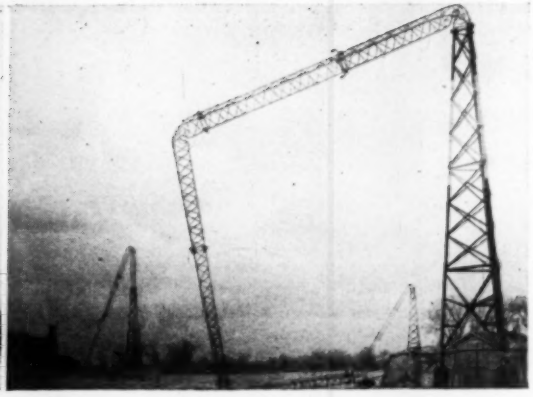
W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*





SNOW AND SLEET storm casualties in the Chicago area New Year's Day included several radio towers. Picture at left shows one WIND Chicago tower crumpled, another still standing. Heavy damage to WGES Chicago is indicated in picture at right. All four of station's towers were toppled; picture shows what sleet-filled wind did to three of them. Other stations reported less damages.

* * * * * *

Radio Again Is Benefactor in Storm

Despite Overwhelming Handicaps, Staffs Stay on Duty

AS THE NORTHEASTERN and north central sections of the country gradually recovered last week from the effects of severe snow and sleet storms, reports continued to come in concerning radio's outstanding role in keeping the public informed of latest developments, presenting emergency messages and assisting in relief work.

Despite the fact that a few stations were off the air temporarily or were forced to turn to emergency power sources, radio once again came through as station staffs worked overtime.

In the Middle West, where stations—particularly in the Chicago area—were hard hit by ice storms and accompanying high winds that toppled several radio towers [BROADCASTING, Jan. 5], there were further reports of radio's perseverance and its determination to fulfill its public service responsibility despite any handicap that nature might present.

Chicago Hard Hit

Chicago independent stations suffered heavily. WGES, which lost all but the 40-ft. base on each of its four towers in the New Year's Day storm, was able to erect an emergency antenna and resume broadcasting at 7:40 the following evening. Construction of new towers may be completed within three or four weeks, according to Ellery L. Plotts, station technical director.

WAIT, which lost its tower near Elmhurst, Ill., erected poles and built an emergency antenna, but estimated it would be three or four months before another tower could be constructed. Station, a daytimer, resumed operation Saturday morning, Jan. 3. According to E. W. Jacker, chief engineer, station is operating on full power, although its signal is "only fair" and reception is less than normal.

WIND, another Chicago independent, was forced to operate briefly on reduced power but remained on the air. According to Alex Tellis, promotion manager, WIND lost one of its large 350-ft. towers. An insulator on one tower was damaged and two other towers were warped by sleet. A new tower is expected within four weeks, Mr. Tellis said.

Radio was credited with doing an excellent public service job in Chicago during and after the storm, as all stations, network and independent, flooded the airlanes with weather warnings, special bulletins and supplementary newscasts,

WMAQ, NBC owned and operated station, aired special traffic warnings on New Year's Eve in cooperation with the police department. In addition, its recording division prepared special records emphasizing the danger of traffic accidents. Periodic bulletins and other weather news reports on New Year's Day were compiled by its own staff.

Mutual outlets KROS Clinton, Iowa, and KHMO Hannibal, Mo., broadcast MBS programs by recording them from WGN Chicago airings when the storms disrupted their network lines. WGN, off the air for 17 minutes New Year's Day, operated on diesel power before resuming normal operation.

In Chicago area, several railroads, particularly the Burlington and the Chicago and North Western, depended on amateur operators and their home-made transmitters to relay important

(*Continued on page 85*)

Church Announces New Plan for Video

G. L. Taylor Is Named to Head KMBC's Television Unit

DISCLOSURE that Arthur B. Church, president of Midland Broadcasting Co. and Midland Television Inc., Kansas City, Mo., has developed plans for re-entry into television broadcasting field was made last week. Announcing that G. L. Taylor had been named vice president in charge of television at KMBC, Mr. Church said Mr. Taylor's appointment "should make it clear that we at KMBC intend to keep pace with all television developments."

Mr. Taylor

Mr. Taylor, who served KMBC in the same capacity from 1942-44, is president of the Central Radio and Television Schools in Kansas City, and will remain in that post, as well.

Mr. Church did not say when KMBC would be operating its video outlet, but promised a correct estimate by mid-summer. In addition, he said he hoped to begin construction of KMBC's new downtown building in 1948. It will contain studios for KMBC, KMBC-FM, and for television. "We are planning to build a Radio City for Kansas City of which every Kansas Citian can be proud," he declared.

At present, video laboratory work is being conducted by KMBC at the station's television laboratory in the Kansas City Power and Light Co. Bldg. Mr. Church said, "We are now rapidly stepping up laboratory work."

Announcers Are Professional—NAB

Microphone Personnel's Duties Not Routine, Hearing Told

APPEARANCE before the microphone by broadcast personnel should be classified as professional activity, rather than routine work, NAB contended at a hearing last week before the Wage and Hour Division. Announcers then would fall under classification of professional employes, exempting them from overtime provisions under proposed changes in Wage and Hour Act regulations, NAB said.

AFRA challenged NAB's arguments as the union viewpoint was presented Thursday by George Heller, executive secretary. NAB had offered argument at a Wednesday hearing before Harry Weiss, director of the Wage Determination & Exemptions Branch of WHD.

Under WHD regulations, administrative and professional employes receiving over $200 a month, and executives getting over $30 a week, are exempt from overtime requirements of the Fair Labor Standards Act. WHD is considering a revision based on increased wage levels since the rules were invoked in 1940.

Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., reviewed broadcast employe earnings, highest in all industry, and told of the personal talents and creative efforts required of personnel. In the professional class, he said, are announcers, farm editors, news editors, newscasters, commentators, home economists, special events and sports broadcasters, public relations specialists, writers, program and musical directors, and others.

Their work is predominantly intellectual and artistic, he contended, calling for special skills, education and training. Duties call for consistent exercise of discretion and judgement, he said, adding that the output cannot be produced or the result accomplished cannot be standardized in relation to a given period of time.

Cites Constitution

Mr. Doherty cited the AFRA constitution to show the union classifies activities of its members as professional. He pointed to the absurdity of federal regulations which classify an actor or singer as professional in a dramatized or sung version of an announcement, yet hold an announcer who reads an announcement as a non-professional. He said the situation becomes even more absurd as television grows, with announcers required to have special vocal and personality qualifications.

J. Allen Brown, NAB assistant director of broadcast advertising in charge of small market stations

(*Continued on page 91*)

Looking for an unusual Morning Program in the *Cleveland Market?*

Look at . . . listen to . . . Koffee Korner . . . a working program over WJW 8:05 to 8:25 AM across the board . . . or talk to your nearest representative of the Headley-Reed Company.

• In the popular whodunit tradition . . . producer and announcer do a daily comedy strip called Trick Dacey.

• Brisk, bright music . . . sound effects for mood and contrast . . . that's what the band tries for and gets!

• Jane Steven's cheery comment and light touch with weather reports and time signals highpoint Koffee Korner.

BILL O'NEIL, PRESIDENT

WJW

CLEVELAND

BASIC **ABC Network**

850 KC **5000 Watts**

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

EDITORIALIZING Desired . . . But Problems Are Envisioned

BROADCASTERS, although they agree overwhelmingly that a station should have the right to editorialize [BROADCASTING, Dec. 22, 1947], would be somewhat hesitant about exercising that right, should it be granted. This is indicated in the results of a survey conducted for BROADCASTING by Audience Surveys Inc. First portion of the survey, made during November among a representative cross-section of managers of commercial AM stations in operation Sept. 1, 1946, was published in BROADCASTING on Dec. 22, and the second portion is presented herewith.

Fact that stations would be hesitant about exercising the editorializing privilege was brought out in replies to a direct question to managers on whether or not they would editorialize if they could. Although 88% had said they felt that stations should have the right to editorialize, the number who said they would editorialize if permitted to do so represented only 55% of the total cross-section sample polled by Audience Surveys.

Reasons for this hesitancy are indicated in the managers' expressed belief that editorializing would create new problems for stations, particularly in the political and social fields.

Second portion of the survey on editorializing also goes into the question of how station managers think controversial subjects can be dealt with better if stations should not have the right to editorialize. Most heavily favored as substitutes for editorializing were public forum programs and round table discussions by experts. Close behind among the possible alternatives were debates offering equal time to exponents of various viewpoints.

On the question of editorializing by networks, the percentage of station managers opposed to such a practice was more than double (64%) the percentage favoring it (31%). Second portion of the editorializing survey also gives a breakdown on what steps the managers feel an affiliate station should take if a network editorial position differs from that of the station.

The specific questions asked on the aforementioned subjects and the analysis of results, as assembled by Audience Surveys, follows:

"If stations are permitted to editorialize, will you do so?" (See Table I)

Bringing the panel down to specifics indicates that a majority of the stations (55%) will editorialize if permitted to do so. This is considerably less than wanted the *right* to editorialize (88%, as shown in first portion of editorializing survey, BROADCASTING, Dec. 22, 1947). The margin of difference of course lies in the 33% who are uncertain about whether or not they will editorialize. Doubtless the many unsettled problems, some of which have been outlined in the answers to questions asked, make it impossible for these stations to give a definitive answer or perhaps these respondents await the decision on whether or not they will have the right, and on what basis, before deciding what their own positions will be. Only 10% categorically say they will not editorialize (10% also said stations should not be permitted to do so), with 2% failing to report any opinion.

"Do you feel that editorializing would create new problems for stations?" (See Table II)

Balancing the opinions in respect to the gains in station prestige to be derived from editorials, approximately as many stations (86%) expect editorializing to bring new problems as expect it to add to station prestige. 13% feel that there will be no additional problems created.

"If editorializing will create new problems, what problems?" (See Table III)

Stations which expect editorializing to create new problems look for political and social problems above all other (87%). Only 16% expect loss of business and 15% alienation of audience (at least one station expects just the opposite effect); a few are concerned with the greater responsibility (presumably legal and managerial) involved. Others look ahead to problems in getting experienced and qualified personnel to handle the task; to keeping fair and free of prejudice; and some expect all the problems to disappear after experience with them.

"Should networks editorialize?" (See Table IV)

Twice as many stations (64%) believe networks should not editorialize as feel they should (31%). 5% have no opinion.

"If a network editorial position differs from that of an affiliate station, should the station—" (See Table V, p. 78, for alternatives.)

Opinion on this question of what to do when the network's editorial position might differ from the station's divides more closely than on any other of the questions involved in the editorializing potential. 33% of the stations feel the way out would be to carry the program preceded by a station disclaimer. 24% would carry it straight. 14% would refuse to carry the program. 29% had no opinion.

"If stations should not have the right to editorialize how do you think controversial subjects can be dealt with better?" (See Table VI)

Public forums, experts round

(Continued on page 78)

Table I

"If stations are permitted to editorialize, will you do so?"

	% of all respondents
Yes	55%
No	10
Don't know	33
No answer	2
TOTAL	100

* * *

Table II

"Do you feel that editorializing would create new problems for stations?"

	% of all respondents
Yes	86%
No	13
Don't know	1
TOTAL	100

Scuttled or Afloat? . . . An EDITORIAL

WITH THE Mayflower hearing set for March 1, broadcasters generally are agreed that they are entitled under the Constitution to the right to editorialize.

The first part of the current BROADCASTING TRENDS poll [BROADCASTING, Dec. 22, 1947] reported 88% of station managers believe they should be allowed to express their opinions over the air. In the second part, published here, only 55%, or a little over half, are sure they will editorialize even if they are permitted to do so.

Of the remaining 45% only 10% definitely will not editorialize. The margin of difference is the 33% who don't know whether or not they will express opinion on the air.

Their minds are not made up, either because of the many problems involved, or because they think the obstacles in the way are too important to be overlooked.

The political and social questions connected with editorializing are the principal stones which station managers see in their paths. Other relatively important obstacles include possible loss of business or alienation of audience. Only a third of managers questioned think networks should editorialize. Another division develops over whether network opinions should be carried by stations (24%), be preceded by a disclaimer (33%), or not be carried at all (14%).

There is a great deal of differing thought on the form that station editorializing should take. More station managers like "public forum" or "round table" types of programs than any other, with "debates" a close third on the list. News commentators make a poor fourth.

The handling of the entire editorializing problem is still a long way from solved. Perhaps enough light will be shed at the FCC's Mayflower hearing to help to solve it, though from the list of some of those invited by the FCC to testify one doubts it [BROADCASTING, Dec. 8, 1947]. One competent and experienced broadcaster suggests a network forum on "Should Radio Have Editorial Freedom of Speech?" in the hope that new ideas will come to light.

We state again, as we have repeatedly—Radio has the right to freedom of speech, as has every free-born American. The manner in which this right shall be exercised may need the refining influences of the trial through fire that all types of programming receive under the American system.

All except the comparative newcomer to radio remember only too well the radio-press war of a decade ago. Newspapers resented the broadcasting of news. Now all news associations are selling their reports to networks and stations alike, and newspapers are enjoying largest circulations in history. Can anyone doubt that the day will come when editorializing, now viewed with trepidation, will be as much an accepted part of the radio format as newscasting?

Table III

"If editorializing will create new problems, what problems?"

	% of all who reported editorializing will create new problems
Political and social problems	87*
Loss of business	16
Alienation of audience	15
Greater responsibility	2
All other	13

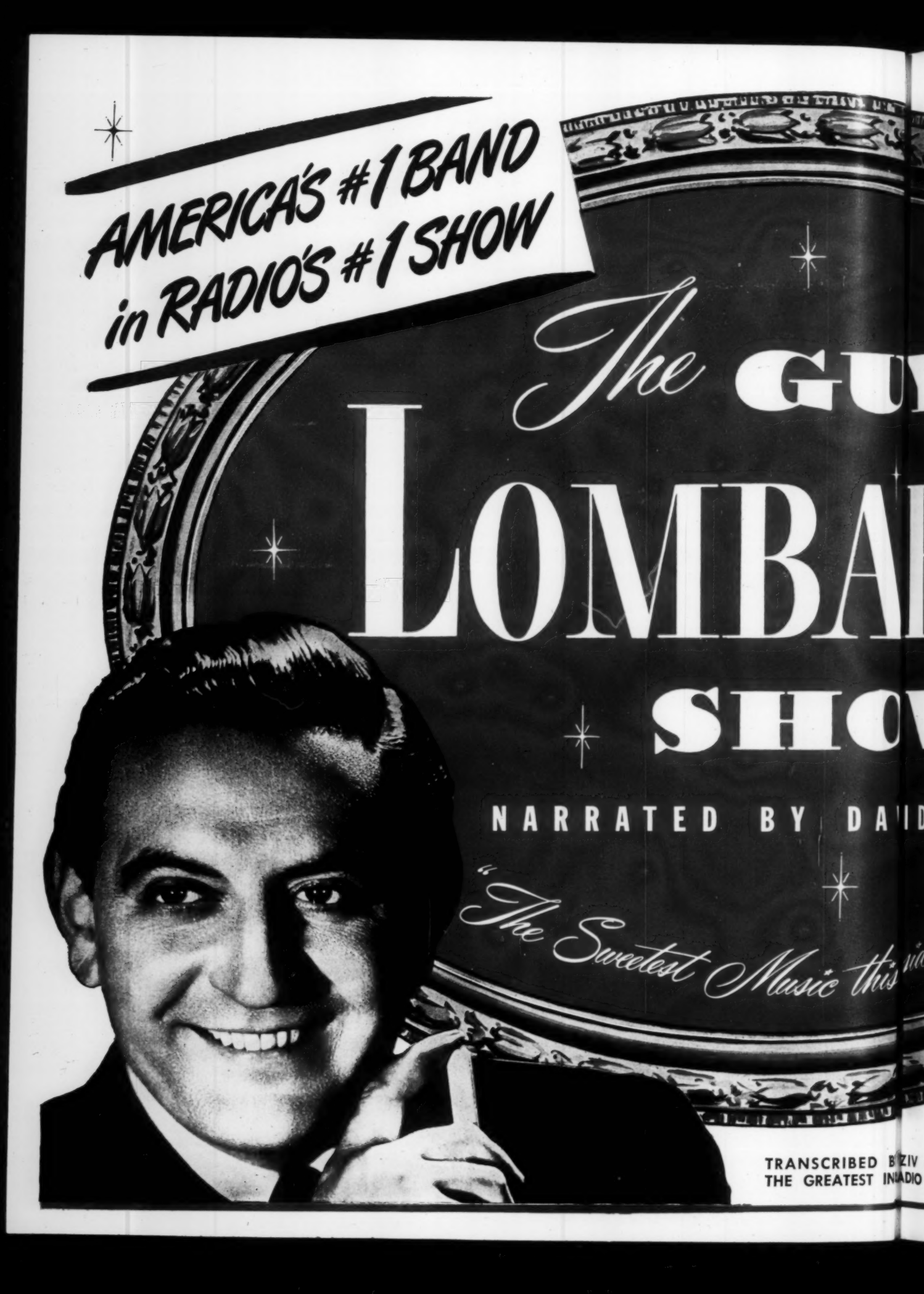
* * *

Table IV

"Should networks editorialize?"

	% of all respondents
Yes	31%
No	64
No answer	5
TOTAL	100

ANOTHER TERRIFIC HIT SHOW BY ZIV
"The Sweetest Music This Side Of Heaven"
FREDERIC W. ZIV COMPANY


AMERICA'S #1 BAND
in RADIO'S #1 SHOW
The GU
LOMBA
SHO
NARRATED BY DA
"The Sweetest Music this
TRANSCRIBED B
THE GREATEST IN RADIO

CHOCK-FULL OF MUSICAL SHOWMANSHIP!

Now, the greatest name in popular music gives you the greatest show in radio. Year after year after year, voted America's No. 1 band . . . No. 1 at the box office, No. 1 in nation-wide polls, No. 1 on the air. More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship at a fraction of its transcribed cost.

THE ROYAL CANADIANS

Guy, Carmen, Lebert Lombardo and their magnificent 16-piece orchestra playing the soft, sweet music that all America loves.

DAVID ROSS, NARRATOR

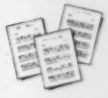
Long known as the poet-laureate of the air, he weaves a tapestry of beauty in story and song.

THE TWIN PIANOS

The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards . . . as much a trade mark of Guy Lombardo as his sweet, melodious music.

LOMBARDO VOCAL TRIO

Three grand voices blending delightfully in rich harmony, as they add beautiful, new interpretations to many of Guy's most famous songs.

THE LOMBARDO MEDLEY

A sure-fire audience builder. David Ross and Guy Lombardo present three songs, without titles. A musical quiz that listeners enjoy.

LOMBARDO VOCALISTS

Featuring the glorious voices of Don Rodney and Kenny Gardner as Guy plays the favorite music of the nation.

THE FAMOUS LOMBARDO PICTURE STORY

Narrated by David Ross, played by the entire ensemble. A musical masterpiece with that famous Lombardo touch.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO • HOLLYWOOD

B'ZIV MEANS
IN RADIO SHOWS

PLEASANT chatting session is held by this threesome at Christmas luncheon for columnists given recently by Advertising Women of New York Inc. at Hotel Astor. L to r: Robert Vellekamp, Kingsbridge Hospital patient chosen by women's group as veteran most likely to succeed; John Crosby, *New York Herald Tribune* radio columnist, and Ben Grauer, announcer on Walter Winchell and Chesterfield shows.

45% Are Satisfied With Present Video Programming, Zenith Survey Reports

A POLL of 9,341 television set owners in New York, Philadelphia, Chicago and adjacent areas has disclosed that only 45% are satisfied with present video presentations and 62% are willing to pay for extra programs. The survey, conducted by La Salle Extension U., Chicago, was financed by Zenith Radio Corp., advocate of "Pay-As-You-See" television [CLOSED CIRCUIT, Dec. 15].

Letters were sent to set owners with return postcards bearing these questions—(1) What do you think of present-day television programs? (2) Would you be willing to pay a reasonable fee for home-viewing of first-run movies, Broadway plays, newsreels, and championship sports events not available on free television?

Returns showed that dissatisfaction with present programs is greater in New York and Philadelphia than in Chicago, but Chicagoans are more receptive than Easterners to paid television service.

Only 40% of TV receiver owners in the Connecticut suburbs of New York City approve of present programs as compared to 51% in New Jersey suburbs. Forty-two percent of owners in New York proper, 52% in Chicago, and 43% in Philadelphia like the programs "as is," the study revealed.

A breakdown of those willing to pay for extra programs shows these percentages—76 in Connecticut, 70 in Chicago, 64 in New York, 52 in New Jersey, and 49 in Philadelphia.

Last fall an independent research organization, not backed by Zenith, queried video set owners on the West Coast as to whether or not they would like paid television service. Of those questioned, 73% said they would be willing to pay a fee to see movies in their homes, according to Zenith.

Date With Butcher

EVERYBODY'S getting into the act for the forthcoming MGM movie, "A Date With Judy," based on the NBC program of that name. In addition to using KIST Santa Barbara in the film, MGM has also obtained permission from Harry Butcher, KIST owner, to use his name for the actor portraying the station owner in the movie.

Broadcasting Copyright Problems Are Written Up

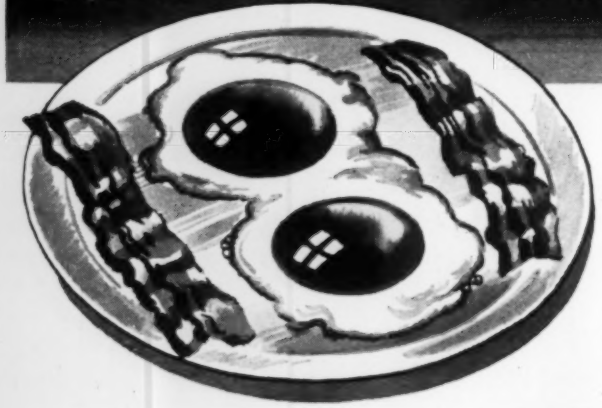
SAMUEL ROGERS, K. C., Toronto, attorney for Canadian Assn. of Broadcasters, is author of a detailed article on international and Canadian copyright problems in the *Canadian Bar Review*, November issue. Mr. Rogers represents CAB on copyright problems. His article deals in detail on broadcasting problems, especially in connection with international programs from the United States to Canada, and status of copyright in such broadcasts.

With an early convention of international copyright countries in view, Mr. Rogers outlines suggestions for copyright revision including: Shortening copyright term to follow the American period, non-protection for authors of non-copyright union countries, authorization of public performance confined to public performance for profit, and no copyright merely of arrangements of musical works of others. He also outlines changes which ought to be made in Canadian copyright legislation. Reprints of the article are available from the Canadian Assn. of Broadcasters, 80 Richmond St. West, Toronto.

Werner Promoted

JACK WERNER, chief of the International Section, Common Carrier Division, FCC Law Dept., has been promoted to assistant chief of the Common Carrier Division the Commission announced last week. He fills post vacated about a year ago when David C. Adams became assistant to the FCC's general counsel. Mr. Werner joined FCC in March 1946 as attorney in the International Section, of which he later became chief. He formerly had been with OPA from 1942, except for war service in the Infantry. Previously he practiced law in Minneapolis.

Unbeatable Combination



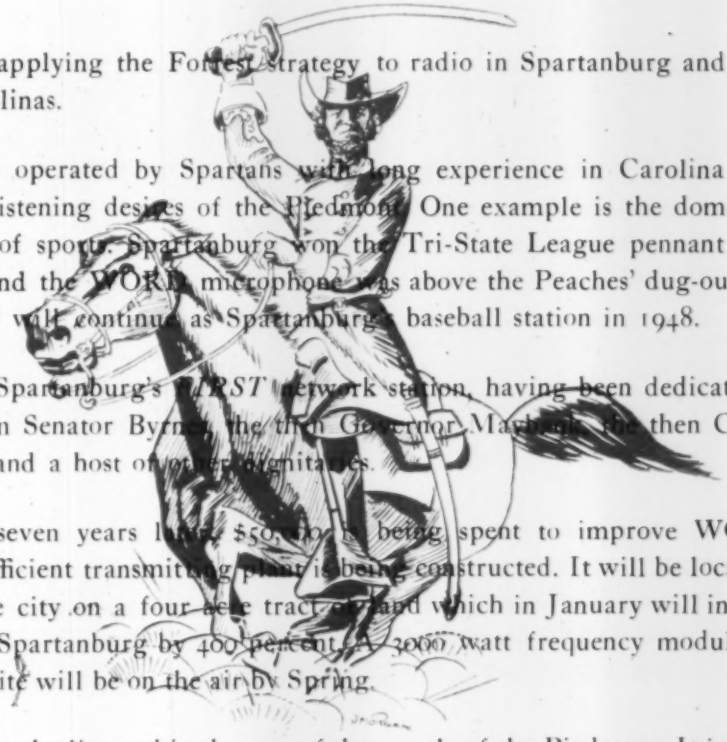
CBS
WGST
ATLANTA
Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

South Carolina **Spartanburg**

"Fustest With the Mostest"

General Nathan Bedford Forrest was one of the great Confederate Generals in the War Between the States. He attained his enviable position because of his strategy—"get there fustest with the mostest."



WORD is applying the Forrest strategy to radio in Spartanburg and the Piedmont section of the Carolinas.

Owned and operated by Spartans with long experience in Carolina radio, WORD is tailored to the listening desires of the Piedmont. One example is the domination of WORD in broadcasting of sports. Spartanburg won the Tri-State League pennant in a thrilling finish last season and the WORD microphone was above the Peaches' dug-out both at home and abroad. WORD will continue as Spartanburg's baseball station in 1948.

WORD is Spartanburg's *FIRST* network station, having been dedicated on Labor Day, 1940, by the then Senator Byrnes, the then Governor Maybank, the then CBS vice president, Harry Butcher and a host of other dignitaries.

And now, seven years later, $50,000 is being spent to improve WORD facilities. A new and more efficient transmitting plant is being constructed. It will be located one mile from the center of the city on a four acre tract of land which in January will increase the signal of the station over Spartanburg by 400 percent. A 3000 watt frequency modulation station on a choice elevated site will be on the air by Spring.

WORD is on the lips and in the ears of the people of the Piedmont. It is programmed right and priced right. Since the new management took over August 1st, WORD's listening audience has sky rocketed, local advertising on WORD has tripled and national advertising has doubled and there's a reason—WORD is "Fustest with the mostest."

WORD

Represented by TAYLOR-HOWE-SNOWDEN

Affiliated with A B C

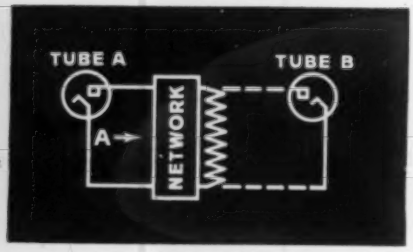
250 WATTS

Owned and operated by the Spartan-Radiocasting Company
WALTER J. BROWN, *President*

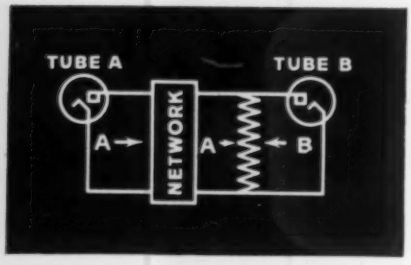
1400 KC

How the Doherty Circuit pays off for Broadcasters

DOHERTY CIRCUIT



CONDITION 1: **Nearly zero modulation, so amplifier has to handle carrier wave alone. Tube A is sufficient and—seeing just the right impedance in network—operates at maximum efficiency. Tube B, not needed, lies idle.**



CONDITION 2: **Carrier being modulated. Tube B, now needed, kicks in, adding its quota of power to handle the increased load and changing the impedance so that Tube A also steps up its output. Both tubes work to full capacity and at high efficiency.**

The Doherty Circuit for AM broadcast transmitters was the first to achieve *high efficiency and economy* and still retain the following important advantages of *linear* and *grid bias modulated* power amplifiers:

(1) A simple tube complement—no high-power audio tubes required

(2) No modulation transformer required—savings in space and apparatus

(3) Freedom from transient or overmodulation surges—can be heavily overmodulated at any audio frequency for long periods without damage

(4) Adaptability to large amounts of feedback derived from the final output envelope, resulting in low noise, low harmonic distortion, and low intermodulation distortion over wide variations in tube characteristics and circuit adjustment

(5) Negligible carrier shift, assuring full utilization of the assigned carrier power of the station

Gearing tubes to circuits

How a tube acts in a circuit depends, of course, upon the *impedances* which face it in the circuit. So getting the most out of tubes is a matter of getting the right impedances.

Like pre-Doherty linear amplifiers, the Doherty *High Efficiency* Amplifier Circuit has two tubes. *Unlike* them, it has a network which automatically changes impedances to best meet changing needs. Both tubes receive the signal, but—when the carrier alone is on—only *one* tube is operative. The second tube uses no power. Not until modulation is applied, raising the input voltages on both tubes, does the second tube start up. It then does two things: it contributes more power to meet the added load, and it automatically changes the impedance faced by the first tube so as to throttle it up to full output, too.

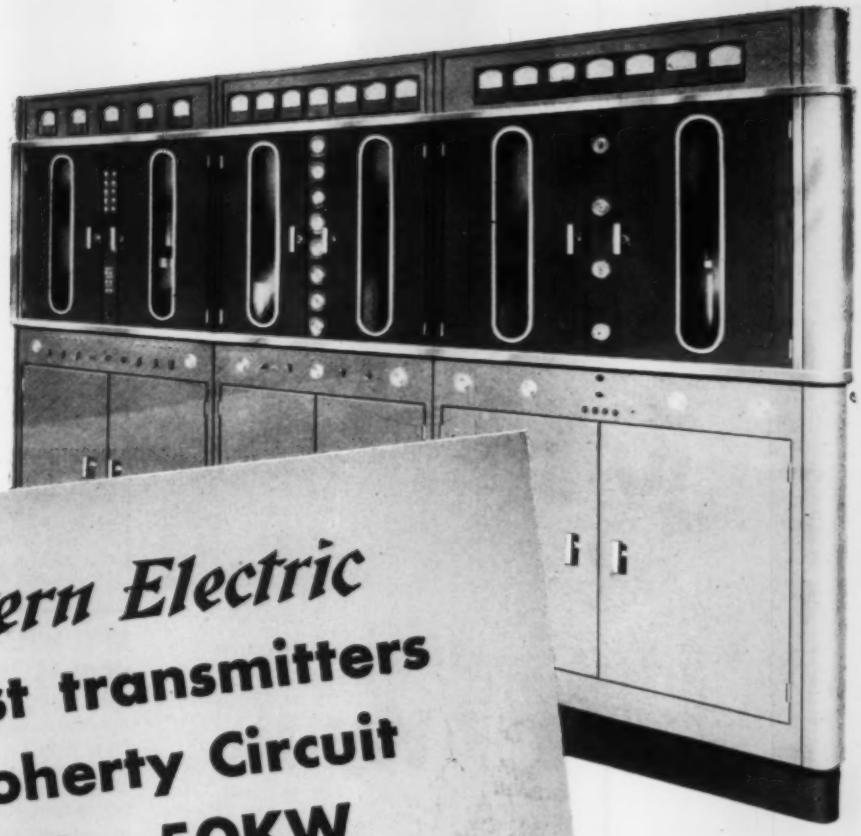
For the Broadcaster, this means that the Doherty Circuit consumes only *half the power* required by old style linear amplifiers—a real triumph in circuit engineering.

It is just one of many Bell Telephone Laboratories developments which have contributed to improved efficiency, greater economy and higher quality in communications.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

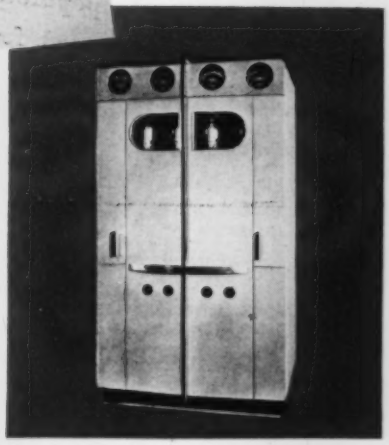
BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.



The 5 KW AM transmitter, like the 1KW and 50 KW, has the famous Doherty Circuit. Eleven years of experience proves this *High Efficiency* amplifier operates continuously for long periods with no need for retuning.

ONLY *Western Electric* AM broadcast transmitters have the Doherty Circuit 1KW...5KW...50KW



The 1 KW AM transmitter, with the Doherty Circuit, is extremely compact—requires floor space only 44" wide by 42" deep.

Today the Doherty Circuit is being used by hundreds of broadcast stations—making possible the use of smaller circuit elements, saving space, giving increased stability and greater ease of adjustment, and reducing the outlay for auxiliary equipment.

Other features

In Western Electric 1, 5 and 50 KW AM transmitters, you also get two other famous Bell Laboratories developments—stabilized feedback and grid bias modulation. These, together with the Doherty Circuit, are your assurance of superlative performance at rock-bottom operating cost!

Get full details

If you're thinking about a new AM transmitter, remember this: *only* Western Electric has the Doherty *High Efficiency* Circuit—unmatched today in performance, dependability, and economy! For full details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

—QUALITY COUNTS—

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

THINGS ARE KINDA PRIVATE IN PUBLIC (Ky.)!

Despite its highly populous name, Public (Ky.) is the home of durned few great concentrated masses of people. It's a pretty private proposition, and we're perfectly satisfied to keep our big nose *out* of it. *Our* pride and joy is that WAVE covers and saturates the *Louisville Trading Area only* — an area that does more business, wholesale and retail, than *all* the rest of Kentucky combined!

If you want to keep your name before the choicest public in Kentucky, you can do it at *lowest cost* via WAVE. But if you change that small p to a "cap"— well, *you* choose your own Public, pal!

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Nov. 30 297
Number of network commercials starting during December 4
Number of network commercials ending during December 5
Number of commercials on the four nationwide networks, Dec. 31 296

December Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Appalachian Coal	Alvin Helfer, news	MBS	Mon.-Fri., 7:15-7:20 p.m.	Haehnle Adv.
Christian Reform Church	Back to God	MBS	Sun., 11-11:30 a.m.	Evans Assoc.
General Electric	Houseparty	CBS	Mon.-Fri., 3:30-3:55 p.m.	Young & Rubicam
Philip Morris Co.	Horace Heidt	NBC	Sun., 10:30-11 p.m.	Biow Co.

December Deletions

Adam Hats	Big Brook	NBC	Sun., 10:30-11 p.m.	Biow Co.
Eversharp Co.	Henry Morgan	ABC	Wed., 10:30-11 p.m.	Biow Co.
American Tobacco	Jack Paar	ABC	Wed., 9:30-10 p.m.	Foote, Cone & Belding
Dr. Pepper Co.	Darts for Dough	ABC	Thurs., 9:30-10 p.m.	Tracy, Locke Co.
Brown & Williamson Tobacco Corp.	Fact or Fiction	ABC	Sun., 1:55-2 p.m.	Russel M. Seeds

December Change

Fred Allen Show on NBC changes sponsors from Standard Brands to Ford Dealers, effective Jan. 4; Sun., 8:30-9 p.m. J. Walter Thompson agency.

CBC WILL ACT ON TWO POWER INCREASE PLEAS

REQUESTS FOR POWER increases by CKLW Windsor-Detroit to 50 kw on 800 kc and CKAC Montreal to 10 kw temporary and 50 kw permanent on 730 kc will be heard at meeting of board of governors of Canadian Broadcasting Corp. at Ottawa Jan. 23. These applications were deferred from December meeting for further technical consideration.

CBC board having set a precedent by recommending increase in power of CFRB Toronto to 50 kw on 1010 kc, considerable interest is being shown in the applications of CKLW and CKAC, both of which operate in areas where there are other 50-kw stations. Till the CFRB increase was recommended, power of independent Canadian stations was limited to 5 kw except in cases of stations using more than this before advent of CBC in 1936.

Other applications to be heard at the board meeting are:

C. A. Pollock, Kitchener, Ont., for new 10-kw FM station; Charles H. Llewellyn, new AM station at Summerside, P. E. I., 250 w on 1240 kc; CFAB Windsor, N. S., new satellite station, at Kentville, N. S., to operate with 250 w on 1490 kc; T. A. McDonough, for new AM station at Haileybury, Ont., 1 kw on 910 kc; Radio Edmonton Limited, new AM station at Edmonton, 5 kw on 680 kc; new AM station for Dept. of National Defense, Churchill, Man., 100 w.

New FM station applications are in for CFPL London, 4.44 kw; CHUM Toronto, 3.2 kw; CJAD Montreal, 6.02 kw; CFOS Owen Sound, 340 w; T. A. McDonough, Haileybury, 360 w; Moncton Publishers Ltd., Moncton, N. B., 300 w; Pearce Publishing Co., Simcoe, Ont., 367 w.

Two on Full FM Power

WINX-FM Washington increased New Year's Eve from 2000 w to its full 20 kw power. The station operated from 6 p. m. Wednesday to 1:30 a. m. Thursday, resuming at 2:30 p.m. after repairs. WWDC-FM Washington increased to 20 kw Christmas and plans formal dedication later in January.

Upton Close on the Air From 3 Mexican Outlets

CHARGING that "it is as impossible to be as honest on chain networks in the United States as one could be in the newspapers," Upton Close announced that he has contracted for a series of weekly broadcasts from a powerful Mexican station. His first broadcast was aired Jan. 3 from XERB at Rosarito; XERF, opposite Del Rio, Tex.; and XEG Monterey, Mex.

However, there were indications that he would return to U. S. broadcasting perhaps by transcription. Mr. Close mailed postcards which announced the Mexican broadcasts and stated that, "Upton Close will soon be coming to you from your local station."

Mr. Close said his broadcast will be a demonstration of "free and untrammelled speech. Networks have been cutting down on editorial comment. If this movement succeeds, we ultimately will hear only government news." The weekly broadcasts will be of 15 minutes duration.

BMB Still Strong, Says Feltis in Year-End Report

BMB has "emerged from its growing pains a strong and healthy organization," BMB President Hugh Feltis said in a year-end summary of 1947 activities. Mr. Feltis looks to 1948 as year in which the BMB figures "are an accepted tool of radio timebuying and selling."

Subscribers numbered 550 Dec. 31—536 AM stations, seven FM, and the rest networks. Mr. Feltis said that plans for 1948 included interim measurement in March, preparations for the 1949 nationwide survey. He said 1947 was BMB's crucial year, "in which its findings were put to the test of use by buyers and sellers of time."

FCC DENIES REQUEST TO INCLUDE FM DATA

FCC has reaffirmed its decision to exclude FM data from the clear-channel hearing, denying a CBS petition for reconsideration of this policy.

CBS, which had presented an FM network plan for nation-wide service earlier in the hearing, filed its petition during the last October sessions, after FCC had declined to furnish FM data to the Clear Channel Broadcasting Service on grounds that such information would not be considered in the case [BROADCASTING, Oct. 13, Nov. 3].

Comr. Rosel H. Hyde, presiding over the October session, denied an oral motion for reconsideration and CBS then filed its petition with the full Commission.

Westinghouse TV Console Set Is Shown in Chicago

NEW television console of Westinghouse Electric Corp. had its first public showing last Monday when the National Home Furniture Show opened in Chicago.

The receiver, with a 52-square-inch screen and featuring the Westinghouse Automatic Focuser, was highlight of the Westinghouse Home Radio Division's exhibit at the show. The set, Model 181, is housed in a Chinese Chippendale cabinet and is priced at $458 plus $1.26 federal excise tax and an installation and warranty fee.

F. M. Sloan, Division manager, said the set would be presented in New York Jan. 16. He said other new receivers, slated for distribution later this year, include a low-priced AM-FM table model and a moderately priced radio-phonograph combination. The Chicago exhibit included 19 variations of Westinghouse receivers.

Research on Revolutions, Their Effects Scheduled

EXPERIMENTS to determine the best means of getting accurate, expert knowledge about international problems to the largest possible number of persons will be undertaken by Stanford U. as part of a three-year study of present-day revolutions and their effects on relations among nations.

The research program, to be carried on by the Hoover Institute and Library on War, Revolution and Peace, will be financed through a $180,000 grant to Stanford from the Carnegie Corp. of New York. Donald B. Tresidder, president of the university, announced.

The experiments in the field of public information are intended to contribute to the effective conduct of foreign relations in a democracy, President Tresidder said, and will be aimed at putting impartial, expert information about international problems into forms most suitable for widespread distribution through radio, the press, motion pictures and public discussion groups. Experiments will be made in collaboration with representatives of radio and the other mass information media.

To Head ITU Group

CHARLES J. ACTON, radio branch, Dept. of Transport, Ottawa, will head Canadian delegation to the forthcoming meeting of the International Telecommunication Union at Geneva, according to an announcement of Reconstruction Minister C. D. Howe. Accompanying Mr. Acton as Canadian delegates will be Lieut. Col. H. D. W. Wethey; Lieut. A. R. Hewitt, Royal Canadian Navy; and J. C. W. Scott, Canadian Defense Research Board, radio wave propagation laboratory.

STAFF MEMBERS of the *Wenatchee* (Wash.) *Daily World* and KPQ Wenatchee display copies of the Dec. 22 issue of the town's newspaper which carried banner headlines about a mock police raid on the KPQ Christmas party. L to r: Glen Woods, staff member of the *World;* Meryle Thompson, local sales manager, KPQ; Mrs. Jim Wallace; Dorothy Lee, traffic manager of station; Jim Wallace, KPQ vice president and general manager, and Rogan Jones, president of KPQ and KVOS Bellingham. The *World* had set up the joke by having "newsboys" dash into the party with the hoax editions.

New GE DISTORTION AND NOISE ANALYZER

TYPE YDA-1

THIS new General Electric distortion and noise analyzer gives a convenient check on transmitter operation. It provides a quick, visible indication that your station is operating in accordance with required standards. The YDA-1 is also entirely suitable for use with the widely accepted FM and AM General Electric Broadcast Station Monitors.

The YDA-1 accurately measures total harmonic distortion and noise present on an audio frequency, particularly that present in laboratory and broadcasting equipment.

The unit may also be used as a sensitive voltmeter. Its sensitivity is of special advantage in measuring low level audio signals.

DISTORTION MEASUREMENTS:

Distortion range:	1, 3, 10, 30 and 100% full scale
Frequency range:	50 to 15,000 cycles per second in 5 ranges
Accuracy:	5% of full scale plus 1/10% distortion

NOISE MEASUREMENTS:

Noise range:	0 to -80 db referred to zero VU level (1 milliwatt on 600 ohms)
Frequency range:	30 to 30,000 cycles per second
Accuracy:	5% of full scale

VOLTAGE MEASUREMENTS:

Vacuum tube voltmeter for general purpose measurements. Dial is calibrated from 0 to -80 db., referred to zero VU for measuring any signal in the range 0.8 to 30 volts rms.

For complete information on the YDA-1, and other precision equipments write: *General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.*

165-G1

GENERAL ELECTRIC

KTAN, Covering Sherman And Denison, Tex., on Air

KTAN Sherman, Tex., is now on the air, with 250 w day, 1500 kc. KTAN also covers Denison, Tex. Licensee is Denison Broadcast Corp., owned by E. S. Scarborough and Joel Carrol.

Otis McKenzie is manager, with Bill Jaco in charge of production, Stafford Davis chief engineer, Bill Collins announcer, and Paul Phillips operator and in charge of maintenance.

FOR FIRST time in three years, since the Evening Bulletin acquired WPEN Philadelphia on Jan. 1, 1945, the station, now under management of Sun Ray Drug Co., will accept beer and light wine accounts, it was announced by Edward C. Obrist, WPEN general manager. Move was made to place WPEN in line with other Philadelphia stations now accepting advertisers in this category.

Bailey Sees 1,000 Commercial FM Stations by the End of 1948

RAPID expansion of FM, possibly to 1,000 commercial stations by the end of 1948, will provide thousands of jobs for young men and women, Bill Bailey, FM Assn. executive director, told the Syracuse U. Radio Workshop in an address last Wednesday.

Mr. Bailey

With 379 stations now operating and another 631 approved, he said, the new medium will provide new competition for the listener's ear. Since FM stations will have signals of comparable power, they will compete on the basis of better programming.

Here Mr. Bailey foresaw "a vast field for new program ideas." He declared FM "is restoring community spirit throughout the country" by programming civic events, high school sports and local events. "Far more important, however, is the fact that FM is discovering new talent and putting it to work," he said.

As to the commercial prospects, he said FM offers the advertiser a class market at low rates, just as AM offered a similar market in its early days. He said advertisers who buy FM time now will reap the benefits of increased audiences as more sets become available. "The FM audience today is small but it is loyal," he added.

FM is reaching the masses, as well as the class audience, in some areas, Mr. Bailey said, citing examples. He predicted the day is coming when FM time will be at a premium. "The smart advertiser," he said, "is the man who gets in on the ground floor now, takes advantage of low rates and builds for the future."

Though only about a million FM sets were produced last year, Mr. Bailey predicted the advent of several new models in the low-priced field will put large numbers of sets in the hands of the public.

Opportunity for young people in FM depends on educational and personal qualifications, he said, praising the training being given at the Syracuse workshop.

Syracuse to Syracuse

"HAPPY New Year to Syracuse—Sicily" is the slogan of the year-round good will project launched New Year's Eve by WSYR Syracuse, N. Y., through CARE. The station is endeavoring to send one CARE package each month to its list of needy families who live in the war-ravaged Italian city for which Syracuse, N. Y., was named. Most of the station's talent is cooperating in the campaign, to which listeners can contribute as much or as little as they like throughout the year.

TV Uses Pooled Coverage For Opening of Congress

PLENTIFUL ARRAY of microphones and television cameras helped to bring the opening of Congress and the President's "State of the Union" message to the American people last week.

Greatest coverage was given to President Truman's message Wednesday afternoon. It was carried by all four major networks, plus independent outlets. As in the past, television employed pooled coverage, whereby one station uses its equipment to originate the broadcast and feeds it to all outlets in the East Coast hookup. In this case, DuMont handled the technical origination.

The opening of Congress' second regular session was also handled by television under the pooled arrangement, with NBC doing the pickup for all East Coast stations.

TOTAL sales in 1947 of more than $47,000,000, breaking all previous records, have been announced by Admiral Corp., Chicago. Sales in 1946, previous record year, were $36,000,000, which included nearly $10,000,000 in military equipment.

Buying Power
"PIGS IS PIGS" in Kansas
Here's still another reason why our audience . . . *The First Families of Agriculture* . . . have so much money to spend. First, they sell their hogs at a staggering price (bought any pork lately?). Second, they make a two-way profit by keeping enough for their own meat supply.
Throughout Kansas and adjoining states, these farm families have a long-established habit. They turn their dials to WIBW when they get up and *leave* them there until they go to bed . . . listening to and acting upon our friendly buying recommendations. If you can deliver the goods . . . WIBW can always deliver the Kansas buyers.
WIBW
Topeka
KANSAS
WIBW-FM
Serving the First Families of Agriculture
CBS
Rep.: CAPPER PUBLICATIONS, Inc.
BEN LUDY
Gen. Mgr.
WIBW-KCKN

NOW ON THE AIR!

The Cedar Rapids Gazette

Circulation in Excess of 54,000
CEDAR RAPIDS, IOWA

ANNOUNCES THE ESTABLISHMENT OF

AM KCRG and KCRK FM

5,000 WATTS
Unlimited

18,000 WATTS
Temporary Radiated Power

Affiliated With Mutual

Concentrated Coverage **of the Rich Eastern Iowa Trading Area For Fewer Dollars**

Plus Man-Power **with Radio "Know-How"**

George C. Biggar
General Manager

Veteran of nearly 24 years in radio. Formerly Program Executive WLS, 14 years; Executive WLW, 7 years; General Manager WIBC, 2 years.

Neil C. Conklin
Commercial Manager

Sales Executive with Music Corporation of America and CBS Artists Bureau, 7 years. During past 6 years, Account Executive WOC.

Pat Patterson
Program-News Director

In radio 10 years. Formerly announcer WHBF; Program Director, WHBL; News Editor, KGLO; 3 years Newscaster and Associate News Editor, WMT.

OWNED & OPERATED BY THE GAZETTE COMPANY

Joseph F. Hladky, jr.
Vice-President, Secy.

J. N. Faulkes
Pres., General Mgr.

L. J. Nilles
Treasurer

REPRESENTED NATIONALLY BY

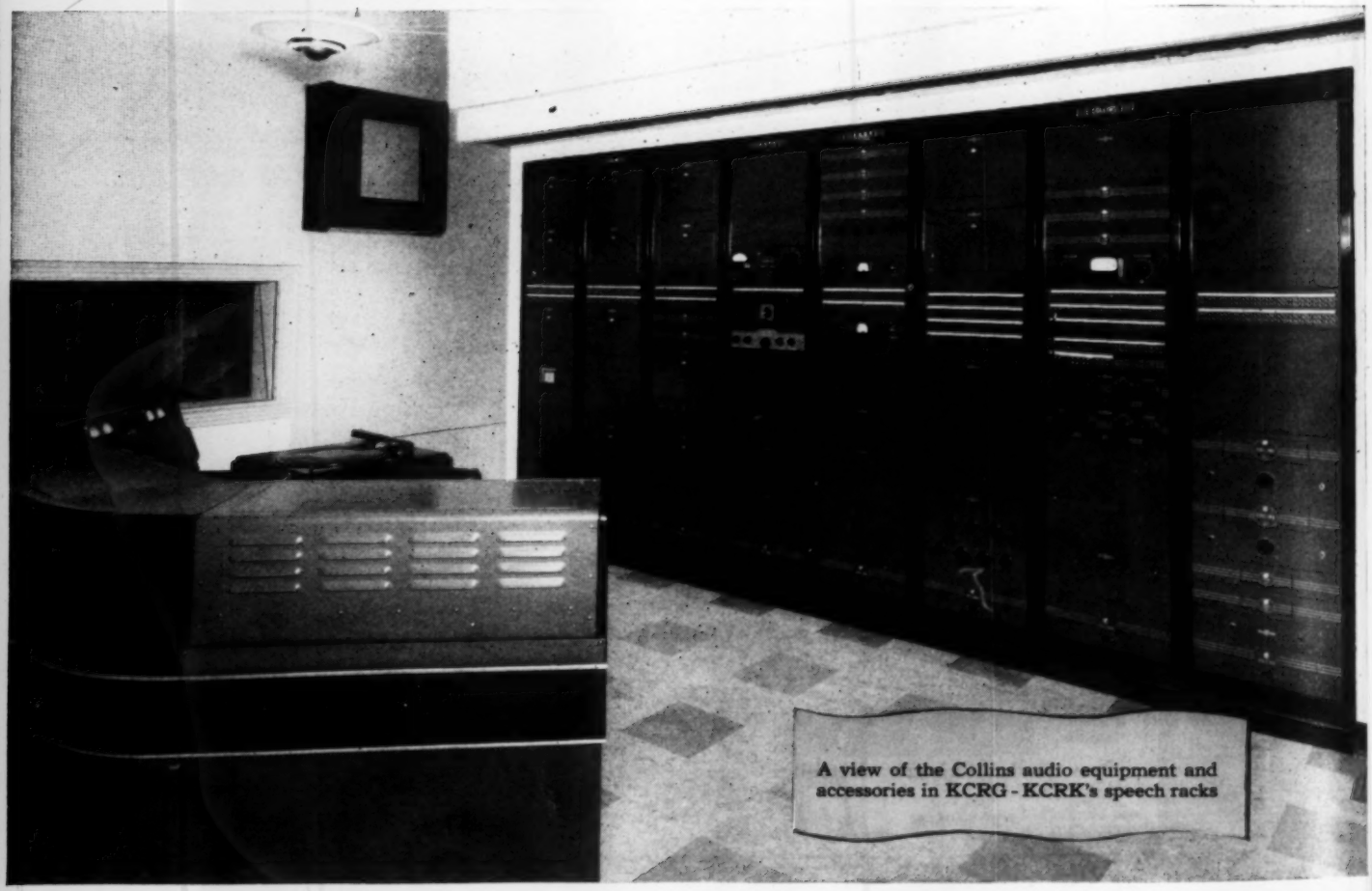
WEED & COMPANY

New York Chicago Detroit Boston Atlanta Hollywood San Francisco

A TOAST TO

KCRG-KCRK

which is completely equipped by COLLINS



A view of the Collins audio equipment and accessories in KCRG - KCRK's speech racks

It is noteworthy that when the Cedar Rapids Gazette decided to build the finest AM-FM station that modern engineering could produce, it chose advice and its entire equipment from Collins — thus exploding the idea that a prophet is not without honor save in his own community.

We of the Collins Radio Company are proud to have contributed to the making of this grand new dual-service station, right here in our own home town.

The Gazette's action, in awarding the contract for all equipment to us, is characteristic of a trend. A number of broadcasters have done the same, preferring to rest all responsibility in one dependable source.

Whether you plan to build a complete new station or modernize your present station, we urge you to consult our nearest office. We are prepared to supply any or all equipment, from studio to antenna, in AM and FM.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, New York

458 South Spring Street, Los Angeles 13, California

The Phenomenal Fox

RATINGS: Hoopers are terrific!

RANGE: A swell signal that covers over ½ of all Wisconsin.

RATES: Lowest in Milwaukee!

Yes, Sir!

The Phenomenal Fox

rates attention!

WFOX

Charles J. Lanphier,
General Manager

Milwaukee,
Wisconsin

Inquisitive Thug

THOUGH not exactly honored, WLAW Lawrence, Mass., was amused to find that it was the favorite radio station of a vicious criminal. A Lawrence couple picked up a hitch-hiker only to find out he was a gun-toting kidnapper who had beaten up another victim earlier. Among the orders issued during the course of the trip was "Keep that car radio tuned to WLAW. I want the radio on so I can keep up with the news." The victims found it impossible to oblige—WLAW had already signed off for the night.

Incorporation of WMGW Meadville, Pa., Planned

INCORPORATION of WMGW Meadville, Pa., new fulltime station on 1490 kc with 250 w power, is planned, with Dr. H. C. Winslow, licensee and Meadville civic leader, holding control and Victor C. Diehm, general manager of WAZL Hazelton, Pa., holding 40%. WMGW began operations last month.

Mr. Diehm is serving as general manager of both WAZL, in which he has 25% interest, and WMGW. Thomas A. Tito, formerly of WAZL, is program director and assistant manager of WMGW. William Bunce is continuity director of WMGW.

Wayne Knauss, formerly of WKRZ Oil City, Pa., is WMGW's chief announcer. Other announcers are Al Kern, Sam Rose, Robert Trace, Cliff Smoot and Barney Frick. Mrs. Lorraine Yuhasz, formerly of WPIC Sharon, Pa., is sales representative. Hubert Cordier, assistant professor of radio and speech at Allegheny College, Meadville, is serving as director of public service and is heard as a news commentator. Kathryn Kahler, promotion director of WAZL, also is supervising promotion at WMGW. Norma Ewing is staff pianist.

Chief engineer of the station is Hoyt Stout, formerly assistant chief engineer at WAZL. Other engineers are Patrick Finnegan, Leonard Miller, Stanley Petchel.

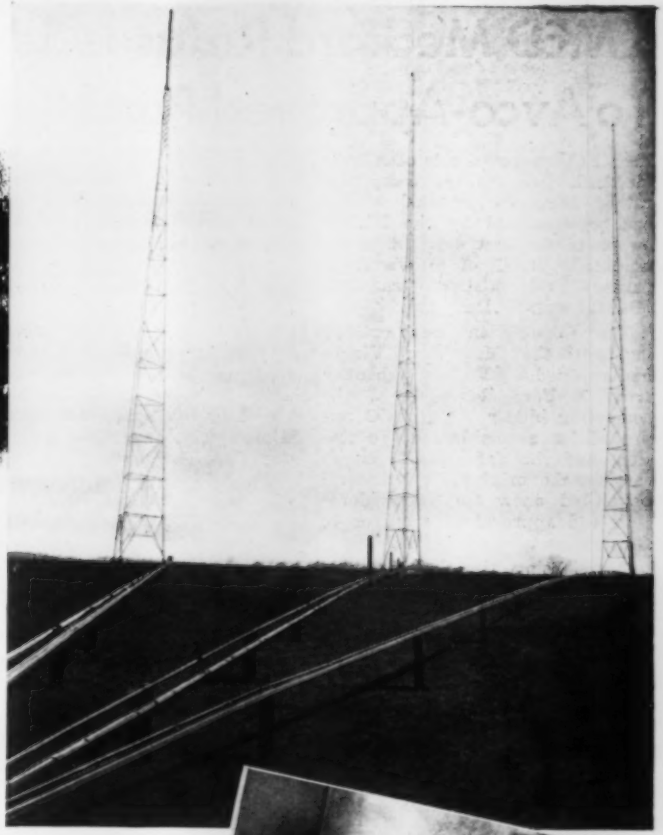
WMGW holds a CP for a Class B FM station. Antenna is to be mounted atop the present half-wave AM tower.

Louis P. Horning

LOUIS P. HORNING of Elizabeth, N. J., radio engineer and inventor in 1930 of a common horn guiding the sound of radio and phonograph combinations, died Dec. 30 of a heart attack in his New Jersey home. Mr. Horning, who was 45, sold his patent to the Victor Talking Machine Co., which was absorbed by RCA.

More Power to you!

says ANDREW CORPORATION



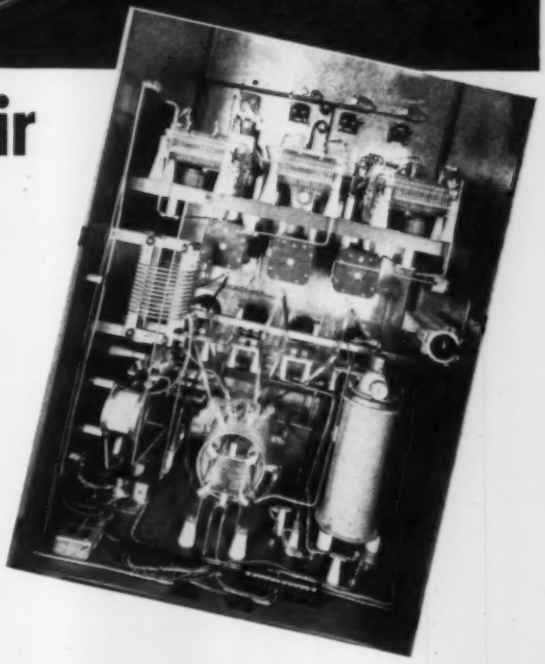
as KCRG-KCRK takes the air

• KCRG-KCRK, the Cedar Rapids Gazette's new AM-FM radio station, rates a complimentary salute: (1) For doing an A-1 job of getting on the air; and, (2) For equipping its new station with a complete "package" of *Andrew* transmission line, phasing and antenna tuning equipment for both AM and FM.

Located in Cedar Rapids, Iowa, and supplied with transmitters by Collins Radio Company of that city, KCRG-KCRK does an outstanding job of covering eastern Iowa.

By selecting *Andrew* equipment KCRG-KCRK obtained the *extra value* of complete assistance in solving all installation problems.

If your problem is getting on the air, remember, Andrew specialized field is supplying everything you need between transmitter and antenna. Write today for a complete Andrew catalog, and for full details on the many ways in which Andrew can make your job easier.



Rear view of cabinet containing networks and equipment for control of phase and amplitude in KCRG's 5 KW directional array.

Andrew
CORPORATION

ANDREW

363 EAST 75th STREET · CHICAGO 19

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

KMED Medford Refuses Sale To Avco-Approved Purchaser

THE FCC-approved sale of KMED Medford, Ore., to the competing rather than the original bidder has been refused by the KMED owner in the first, but not unanticipated, rebuff of FCC's Avco "auction" rule on station transfers [BROADCASTING, Dec. 22].

The Commission was notified last week that Mrs. W. J. Virgin had rejected a $250,000 cash offer from Medford Radio Corp., the competing bidder whom FCC approved for acquisition of the station, and she and Gibson Broadcasting, the original "purchaser," petitioned anew for reconsideration and approval of transfer to Gibson.

Anticipating that Mrs. Virgin and Gibson Broadcasting might seek reinstatement of their original application, Medford Radio asked to be notified as an "interested party" to take part in any future proceedings in the case.

Deadline for consummation of transfer to Medford Radio was Dec. 29. The original date, Nov. 29, was subsequently extended 30 days at the request of the Medford group, who contended that until Nov. 29 Mrs. Virgin was bound by her agreement with Mr. Gibson not to negotiate with anyone else.

The snag in negotiations was the Medford Radio stockholders' failure to give personal endorsement to a $187,500 note involved in the transaction. Luther E. Gibson, owner of KHUB Watsonville, Calif., and chief owner of Gibson Broadcasting, had offered personal endorsement of his company's note. The FCC majority contended that the two applicants' offers were sufficiently alike to meet the "same terms and conditions" requirement of Avco Rule, but Comr. Robert F. Jones argued that they were not, because personal endorsement would give greater security to the corporate note.

Owner Rejects

Mrs. Virgin refused to take Medford Radio's corporate note without endorsement of the stockholders. Subsequently the company offered $250,000 cash, which Mrs. Virgin rejected "for obvious reasons." In a petition submitting copies of the correspondence, she and Mr. Gibson told the Commission that the offer Medford Radio made at the time of the hearing was "for $250,000 plus 209 shares of stock . . . . alleged to have a value of $20,900."

The petition, filed by Frank Roberson of the Washington law firm of Spearman & Roberson, counsel for Mrs. Virgin and Gibson Broadcasting, was a supplement to their mid-November request, not yet acted upon, for reconsideration of the Commission's decision in the case.

Meanwhile, John W. Kendall of the Portland (Ore.) firm of Black & Kendall, counsel for Medford Radio, sent FCC on Dec. 30—the day after deadline for transfer had passed—a summary of the case "so that the Commission may be fully advised as to the procedure followed by the respective parties. . ." He asked that Medford Radio be notified of any further proceedings.

With respect to Mrs. Virgin's insistence on personal endorsements of the corporate note, Mr. Kendall said "this requirement . . . was not set up by Mrs. Virgin in preliminary negotiations between the parties". . . but was made "by Mrs. Virgin after the joint petition for reconsideration or rehearing was filed by Mrs. Virgin and Gibson Broadcasting."

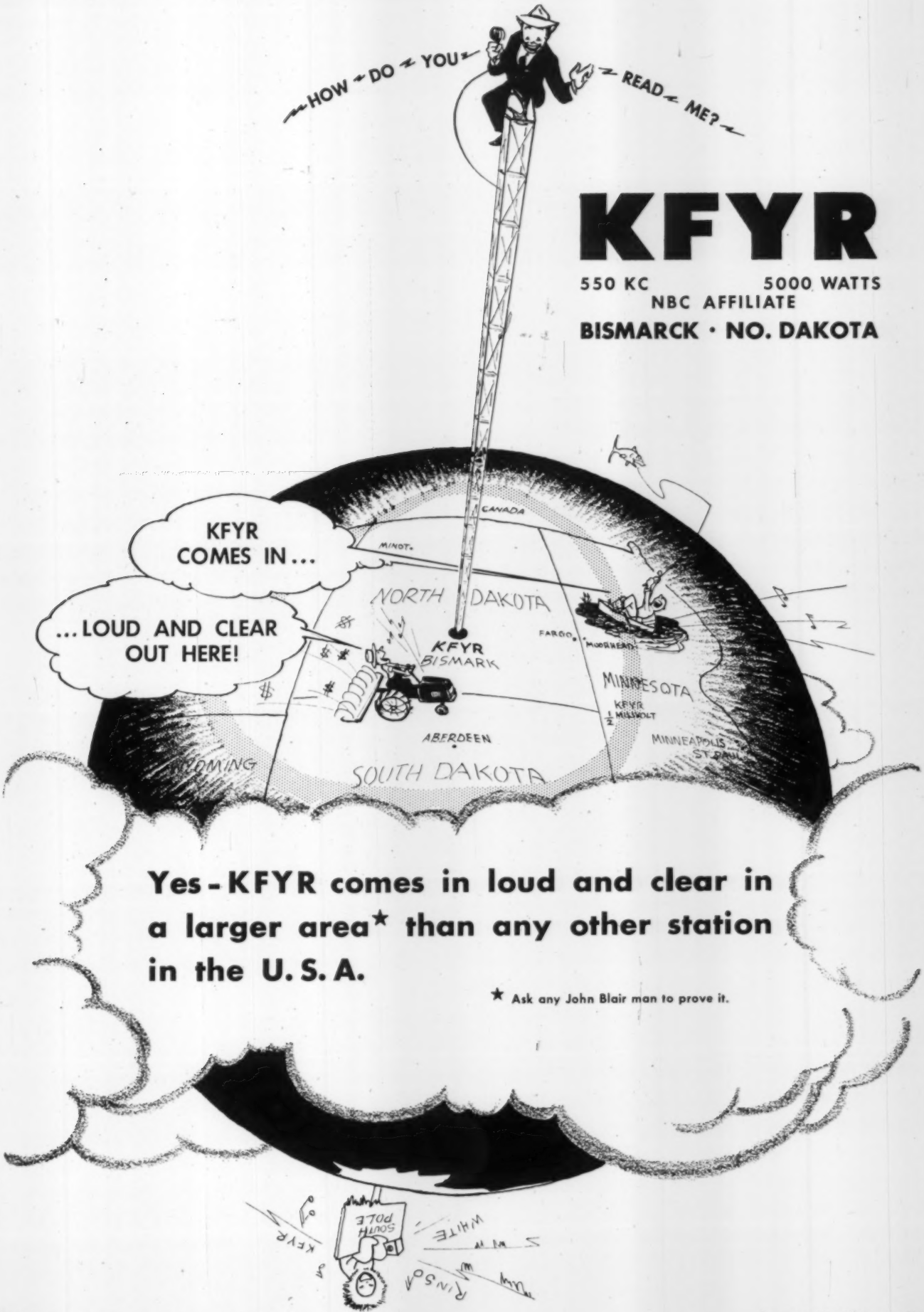
Sale of KMED (1440 kc, 1 kw) to Mr. Gibson was negotiated April 9, 1946. After the advertisement required by the Avco Rule was published, Medford Radio offered to match Mr. Gibson's $250,000 bid. Mr. Gibson then offered Mrs. Virgin a 33.5% interest in Gibson Broadcasting, valued at $20,900, and Medford Radio expressed a willingness to make a similar change in its own offer. FCC preferred Medford Radio, composed of eight local businessmen headed by Glen L. Jackson, on the grounds of local ownership and knowledge of the community.

No Brew on TV

PROHIBITION of liquor advertising on television is asked in a petition sent to the House of Representatives last week by the Council of Bishops of the Methodist Church. The resolution asks for amendment to the present communications law "so that television will be free from all kinds of advertising of beverage alcohol, of whatsoever degree of alcoholic content." The petition was referred to the Interstate & Foreign Commerce Committee.

ABC Starts FM

INTERIM FM operations in Chicago, Detroit and Los Angeles were announced by ABC last week effective Jan 1. The stations, which will operate from 3 p.m. to 9 p.m. local time, are KECA-FM Los Angeles, WXYZ-FM Detroit and WENR-FM Chicago.


HOW DO YOU READ ME?
KFYR
550 KC
5000 WATTS
NBC AFFILIATE
BISMARCK · NO. DAKOTA
KFYR COMES IN...
...LOUD AND CLEAR OUT HERE!
CANADA
MINOT.
NORTH DAKOTA
FARGO
MOORHEAD
KFYR BISMARK
MINNESOTA
KFYR MILLSHOLT
ABERDEEN
MINNEAPOLIS ST. PAUL
SOUTH DAKOTA
Yes - KFYR comes in loud and clear in a larger area★ than any other station in the U.S.A.
★ Ask any John Blair man to prove it.
SOUTH POLE
KFYR
WHITE
RINSOA

BE A MAN OF DISTINCTION*

(Women Time buyers eligible also)

Join distinguished company when you place time on WHHM — the station that brought a new and fresh concept to Memphis advertising.

You'll be in Good Company with

- Local advertisers who can attest to the loyalty of WHHM audiences in listening and buying. They know WHHM pays off at the cash register.
- Other time buyers are using WHHM and know national products "move" when WHHM advertised.

Yes, be a Person of Distinction — join the many time buyers who have found WHHM Delivers More Listeners Per Dollar In Memphis. You'll like the Station that Delivers High Hoopers.

Member ASSOCIATED PRESS

WHHM

Independent . . .

But Not Aloof

Memphis, Tenn.

Patt McDonald
General Manager

Forjoe & Co.
Representatives

*LORD CALVERT

We Love You For This One!

Author Ernst Says No 'Devils' Plague Radio, But Medium Has Some Ailments

THERE ARE NO "devils" dominating American radio—but there are a lot of other things wrong with it. That was the essence of an address on "Radio and Free Speech" by Morris L. Ernst, noted attorney and author (*The First Freedom*) at a dinner meeting of the Joint Religious Radio Committee at the National Arts Club in New York last week.

Mr. Ernst derided the idea that David Sarnoff, RCA board chairman, and William Paley, CBS board chairman, are the bogeymen of big industry pictured by some critics of American enterprise.

But before those who run U. S. networks can serve the public honestly, Mr. Ernst declared, they must extricate themselves from interlocking ownerships. He cited network heads running radio set factories as an example of such interlocking. Further exploring his decentralization thesis, he maintained that having 50 U. S. networks would be a far healthier condition than having four.

He charged that the networks' "tendency toward monopoly" is abetted by what he described as the prohibitive prices charged by telephone companies for the use of their lines.

Against Editorializing

The outspoken attorney came out flatly against editorilizing by stations or networks. He also said he was strongly in favor of such experiments as the Benton plan for subscription radio, recently resurrected by Dr. Rolf Kaltenborn.

Touching on religious broadcasts, Mr. Ernest said some religious groups are given preferential treatment by networks and stations.

Joint Religious Radio Committee represents the Congressional Christian, Evangelical and Reformed, Methodist and Presbyterian churches, and the United Church of Canada. The group met at the Prince George Hotel, New York, Jan. 4-9. Elinor Inman, CBS director of religious broadcasts, is a co-director of the committee.

VAN NUYS APPLICANT ASKS SAN FERNANDO

UNITED BROADCASTING System, applicant for 500 w daytime outlet on 610 kc at Van Nuys, Calif., last week tendered for filing at FCC an amendment to change its name, ownership form and to move its facilities request to San Fernando.

Edward Iannelli, one-half owner of an FM permittee at Redlands and one-third owner of an FM permittee at Palo Alto, Calif., is only partner of United Broadcasting who continues in new firm, United Nations Broadcasting Corp. He acquired 75% holdings of other partners for $1,052.25, costs to date.

United Nations Broadcasting is also an applicant for Class B FM outlet in the Los Angeles area.

The 610 kc request earlier had been designated for hearing with KFSD San Diego, 1 kw on 600 kc, and KFI Los Angeles, 50 kw on 640 kc, as parties to the proceeding.

Associated with Mr. Iannelli in the new corporation are:

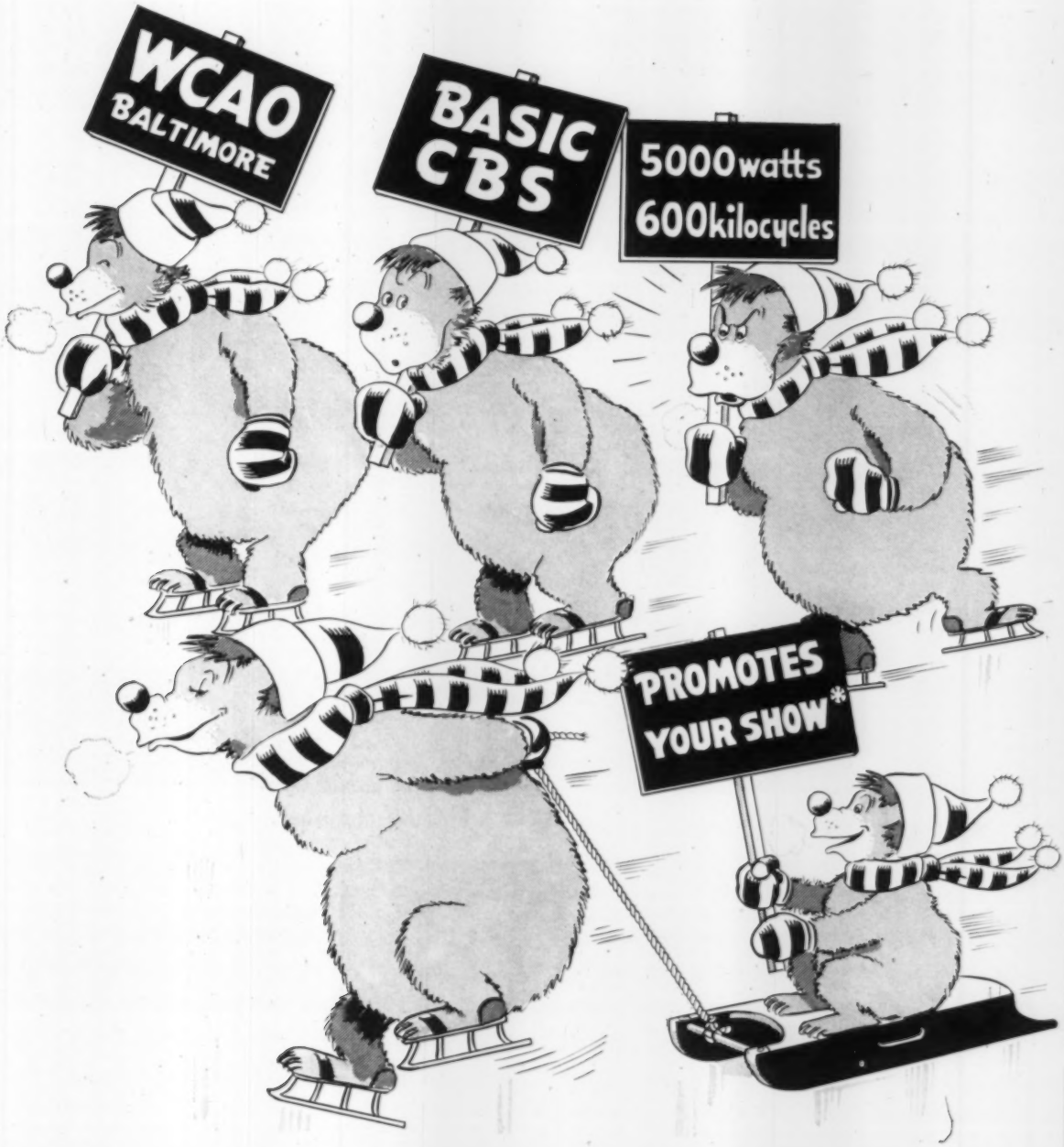
Arthur Sbicca, general manager and treasurer, Sbicca of California, women's shoe manufacturer; Anthony J. Cruciani, owner shoe department, Walker's Dept. Store, Long Beach; Ralph Raulli, owner Sunland Biscuit Co., Monterey Park; Giosui Di Messa, owner Los Angeles Fish and Oyster Co., San Pedro; Joseph H. Primanti, one-half owner Belvedere Sewing Machine Co., Los Angeles; Constantino Favero, one-half owner F & M Importers, Los Angeles; Wallace R. McLain, KNX Los Angeles newswriter and announcer; Ray A. Polverini, vice president Pioneer Water Heater Co.; Umberto Sarno, owner Sarno Bakeries, Hollywood and Chicago, and Joe Mastro, for past five years writer-announcer of weekly "The Italian Hour" on KWKW Pasadena, previously heard for seven years on KIEV Glendale.

No stock has been issued nor officers elected. Stock subscriptions were not given. The articles of incorporation listed as directors Messrs. Iannelli, Primanti, McLain, Mastro and Blase A. Bonpane. Messrs. Cruciani, Raulli, Di Massa, Favero, Sarno and Mastro, all born in Italy, are naturalized U. S. citizens, according to the application.

Mark A. Fisher

MARK A. FISHER, 52, well-known Chicago singer, orchestra leader, composer and radio pioneer, died of a heart attack Jan. 2 in his home at Long Lake, a Chicago suburb. Mr. Fisher, who was born in Philadelphia, was associated with the orchestras of Ted Fio Rito and Danny Russo before forming his own band. He broadcast on WEBH Chicago, the old Edgewater Beach Hotel station operated by Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago.

STATION EXECUTIVES inspect control room facilities of WVLK, new 1-kw fulltime Mutual affiliate in Versailles, Ky. L to r: Colvin P. Rouse, secretary-treasurer of Bluegrass Broadcasting Co., which owns station; A. B. Chandler, baseball commissioner and former U. S. senator, who is president of the company; W. D. McCammish, WVLK's general manager, and Owen L. Range, one of company's stockholders. WVLK went on the air Nov. 26 on 590 kc. Station has offices and studios in the Lafayette Hotel, Lexington, Ky., as well as in Versailles.



"Always giving something extra!"

*Just ask your
Raymer representative

WBAL Rival Asks Hearst Subpoena

FCC Hearings Resumed; McCabe to Testify Voluntarily

FORMAL REQUEST for subpoenaed appearance of William Randolph Hearst at FCC's license-renewal hearing for WBAL Baltimore was made last week by Public Service Radio Corp., competing applicant for WBAL's clear-channel facilities of 50 kw on 1090 kc, and was taken under advisement by Comr. Rosel H. Hyde, presiding officer.

Similar request for appearance of C. B. McCabe, president of Hearst Radio Inc., WBAL licensee, was granted and WBAL indicated Mr. McCabe would appear without subpoena. He will be FCC's witness.

Last week's session of the competitive hearing, underway since last Nov. 3, was held Monday and for a few minutes on Tuesday. WBAL concluded its direct case with presentation of E. M. Stoer, Hearst Radio vice president and general manager.

The proceeding has been continued to Jan. 26 at which time Public Service, chiefly owned by Columnists Drew Pearson and Robert S. Allen, will offer its evidence. Mr. McCabe may testify some time during the interim or at the opening of the Jan. 26 meeting. Other FCC hearings made the recess necessary.

Cohn to Handle

Marcus Cohn, partner of the Washington law firm of Cohn & Marks which represents Pearson-Allen, is to handle the direct testimony. Leonard Marks has been active representative to date. William J. Dempsey, Dempsey & Koplovitz, Washington, WBAL counsel, is to continue to direct WBAL's representation.

Mr. Marks, in requesting a subpoena for the appearance of Mr. Hearst, the aged founder of the Hearst newspaper-radio empire who resides in San Simeon, Calif., stated he wished answers concerning future WBAL policy from the beneficial owner of the station and not "employes." He claimed Mr. Hearst was still active in his enterprises.

Mr. Marks said the Hearst organization voting trust agreement in full had never been filed with the Commission and Mr. Hearst himself had named the trustees. Also, he pointed out where Hearst Radio stock had been used as collateral to obtain substantial loans by Hearst.

Mr. Dempsey, again accusing the Pearson-Allen counsel of engaging in "fishing expedition" tactics to secure beneficial information, charged Mr. Marks was assuming investigatory powers of the Commission. He said Mr. Hearst, around 85 years of age and not in good health, has long been retired. Mr. Dempsey stated he was content that enough information in behalf of the station had been put into the record and if he was wrong, would "have to suffer the consequences."

For background information regarding the election of General Manager Harold C. Burke as vice president in charge of WBAL, as well as for information on Hearst Radio policy, Mr. Marks sought appearance of Mr. McCabe. Mr. Burke, who testified earlier, was elected to the Hearst Radio board on Nov. 13, after the WBAL-Public Service Radio proceeding began.

In granting the request for Mr. McCabe's appearance, Comr. Hyde stated he was interested in more than the Nov. 13 meeting as various phases of policy and operation still were not fully explained. Comr. Hyde reserved decision on the appearance of Mr. Hearst until he was provided a copy of the Hearst voting trust agreement, which was to be furnished by Mr. Dempsey.

Mr. Stoer on Monday testified he had been with the Hearst organization since 1927 and with Hearst Radio since 1937. He explained exhibits on corporate ownership, background data and finances.

Hearst Holdings

Hearst Radio is a wholly-owned subsidiary of The Hearst Corp., of which the elder Hearst is beneficial owner of 85% preferred (voting) and 66.667% common stock (non-voting). Licensee of WBAL and also WISN Milwaukee, Hearst Radio lists total assets (Aug. 31, 1947) of $4,545,009.28, of which $2,546,447.68 is cash. Total tangible property was listed as $944,618.23, according to an exhibit.

WBAL was acquired for $452,500 in 1935 from the Consolidated Gas Electric Light and Power Co. To 1946 improvements totaling $283,009.57 have been made and $833,413.57 has been invested in new studios, television and FM. Mr. Stoer indicated this last figure should be finally some $50,000-100,000 more.

Profits before income tax from 1935 to Aug. 31, 1947, total $4,667,971.18 with $2,299,835.78 of this going to federal income tax, exhibit showed. In 1944, year which FCC cited in its Blue Book, WBAL income reached its gross high, given as $868,214.27. Net after federal income tax was $253,696.54. In 1946 record shows WBAL after federal income tax netted $384,691.35. The gross was $617,415.11.

Mr. Stoer testified that Mr. Burke has almost unlimited authority for the day-to-day operations of WBAL, excepting accounting department functions. References are made to the Hearst board only where capital expenditures or other extraordinary situations are

(Continued on page 90)

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA
Day & Night 5000 WATTS SOON*
NBC • TOP LOCAL PROGRAMS • CONSISTENT PROMOTION
KELO WILL PRODUCE FOR YOU
*JANUARY-1948
Consider—Then Contact JOHN E. PEARSON CO.

THE WALLS OF JERICHO

The barriers of remoteness, of muddy roads and sharply rising peaks, hemmed in a sturdy culture with roots deep in the past. They kept the modern world at more than arm's length.

When WSM was founded 22 years ago, we recognized an obligation and an opportunity for service. Our trumpets could hurdle these walls of Jericho—and did hurdle them. Our 50,000 watt voice swept along the clear 650 channel—reached over the walls, brought new inspiration, new ideas, to areas untouched for the most part by the usual contacts of civilization.

Programming for these folks, we have hit a fundamental chord. Sincerity of purpose has built the tremendous confidence WSM now enjoys in an area of five million people. Urban and rural alike, the listeners here dramatically demonstrate their overwhelming preference for WSM.

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

WSM
NASHVILLE

SUBSCRIBERS TO BMB NUMBER 575 ON JAN. 1

BROADCAST Measurement Bureau subscribers totaled 575 on Jan. 1, BMB announced last week, including 561 AM stations, seven FM, the four major networks, and three regional networks.

Annual revenue from the present subscribers is $459,000, which is "sufficient for BMB's operations," Bureau officials said. According to Hugh Feltis, BMB president, "More and more stations are basing their promotion and trade paper advertising on BMB data. Meanwhile, the use of BMB data on the regional and local levels is developing. This will accelerate with the opening of new stations, giving the local advertiser a wider choice and requiring unbiased, uniform audience information for intelligent time buying decisions."

BMB subscribers not previously reported: KIEM Eureka, Calif.; WBRY Waterbury, Conn.; WLOF Orlando, Fla.; WMOG Brunswick, Ga.; WGAA Cedartown, Ga.; WKIC Hazard, Ky.; WDSU New Orleans; KWKH Shreveport, La.; WGAN Portland, Me.; WHOB Gardner, Mass.; WELL Battle Creek, Mich.; WEVE Eveleth, Minn.; WJDX Jackson, Miss.; KTTS Springfield, Mo.; WRUN Utica, N. Y.; KTMC McAlester, Okla.; KBIX Muskogee, Okla.; KUIN Grants Pass, Ore.; WISR Butler, Pa.; WMPS Memphis, Tenn.; WLAC Nashville, Tenn.; KSIX Corpus Christi, Tex.; KEPO El Paso, Tex.; KWFT Wichita Falls, Tex.; WROV Roanoke, Va.

BMB also reported that 56 stations had ordered interim measurements this March. Stations desiring interim measurements have until Jan. 15 to order them in additional places regardless of whether they have already been ordered by other stations, and until Feb. 1 to order further additional places.

CONGRATULATIONS go to King H. Robinson (r), general manager of KATL Houston, from Allen Russel, president of the Houston Buffs, for the second successive year of exclusive broadcast rights to the Buffs' baseball games over KATL. An as yet undisclosed sponsor is reported to be paying about $40,000 for sponsorship of the series.

OHIOAN U. S. WINNER IN RMA-AWB CONTEST

WINNER of the national award in the letter writing contest conducted jointly by the Radio Manufacturers Assn. and the Assn. of Women Broadcasters of NAB on the topic, "What Is Your Favorite Radio Program—and Why?" is Iris Haverstack, of Canton, Ohio, who submitted her letter concerning *CBS Was There* through Esther Mullin, WGAR Cleveland broadcaster.

Also announced last week were the winners of favorite program letter prizes in each of the 17 NAB districts. Contest was conducted by RMA and the AWB during National Radio Week (Oct. 26-Nov. 1), with members of RMA donating radio phonograph consoles as prizes.

The winners were selected by a committee of national judges following local screening of an estimated 200,000 letters. On national judges' committee were:

Bond Geddes, executive vice president, RMA; Edward Heffron, director of media relations, National Conference of Christians and Jews; Albert N. Williams, radio editor, Saturday Review of Literature; Mrs. Henry R. Christman, national radio chairman, General Federation of Women's Clubs; Miss Linnea Nelson, radio timebuyer, J. Walter Thompson Co.; Miss Pauline E. Mandigo, president, Phoenix News Bureau Inc.; Miss Natalie Flatow, radio director, Girl Scouts; Miss Mollie E. Sullivan, director of public relations, National Board of Y. W. C. A.'s; Mrs. Ambrose M. Diehl, president, National Council of Women; Miss Elizabeth Forsling, radio editor, Newsweek; Mrs. George Fielding Eliot, radio chairman, Women's Action Committee; Miss Elizabeth M. McStea, national public relations director, Camp Fire Girls, and Miss Dorothy Wright, national radio chairman, D. A. R.

NABET Election

ELECTION of a new national president heads the agenda of special national council meeting of NABET to be held in New York Jan. 29-30. J. R. McDonnell, vice president, will preside over meeting. Twenty union representatives from all sections of country will attend.

Found by Radio

WHEN the War Dept. wanted to find a man named Clyde Markham on official business, and could not locate him at his only known address, General Delivery, Houston, it asked the Red Cross for help. The Red Cross went to Pat Flaherty, news director of KPRC. Mr. Flaherty carried the request for information on a newscast and had a call from the missing man at the end of the program. Mr. Markham heard his name mentioned on a radio set at a newsstand during a 20-minute train layover in Houston. He was en route from California to visit a relative in Texas.

TWIN TELLING *is* • • • • • •
TWIN SELLING IN WICHITA

You can tell 'em and sell 'em DOUBLE in KFH's Twin Market. Farm and city folks, they're both listening to that Selling Station for the Southwest. Ask any Petry. Rep.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH WICHITA
WICHITA KANSAS OKLAHOMA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

in Wilkes-Barre, Pa.

WBRE *has the audience*

TIME	SETS-IN USE	SHARE OF AUDIENCE						
		WBRE	Station B	Station C	Station D	Station E	Station F	Other Stations
Weekday Mornings Mon.-Fri. 8:00 am-12 Noon	16.2	49.3	27.6	2.3	2.9	1.7	14.2	2.0
Weekday Afternoons Mon.-Fri. 12 Noon-6:00 pm	20.4	40.8	26.9	2.1	5.4	5.0	16.7	3.9
Evenings Sun.-Sat. 6:00 pm-10:00 pm	33.4	57.9	21.4	1.8	3.0	Off the air	12.5	3.4

WBRE has the highest share-of-audience for the morning and evening periods, third highest for the afternoon period of all NBC stations shown in the Hooper Station Listening Index for October-November 1947.

And in the important Wilkes-Barre market, people listen. The average proportion of sets-in-use—mornings, afternoons and evenings—is higher than the average of the 36 Hooper cities.*

**Wilkes-Barre is the heart of Pennsylvania's third largest county (Luzerne)—third largest market area.*

WBRE NBC

WILKES-BARRE, PA. Basic NBC supplementary

Your GUINEA PIG

We offer a special service to agencies who wish to test spot and program campaigns before launching. Our research department is now ready to provide you a custom testing service. WJOI listeners are employed in a ratio of about one-third to each group in agriculture, livestock, commerce and industry. From Sales Management's 1947 Survey, they have $3,531 per family to spend (after tax deductions). Our 100,000 listeners are about equally divided as to urban and rural. We have average competition; a local independent, a local Mutual outlet, and two outside power stations. The facts above, make us most suitable for custom testing. Write us today!

WJOI - ABC

"The Guinea Pig Station"
(TVA - Muscle Shoals Area)
FLORENCE, ALABAMA

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

FCC Will Explore WPAB's Programs

'Blue Book' Hearing to Center On Time Allotments

COMMERCIAL programming, expenditures for programs, and time devoted to "discussions upon important public issues" are among the subjects to be probed by FCC in its "Blue Book" hearing on the renewal application of WPAB Ponce, P. R. [BROADCASTING, Dec. 22].

WPAB, licensed to Portorican American Broadcasting Co. and assigned 1370 kc with 5 kw, is one of some 10 stations which have been set down for renewal hearing on program issues since the Commission published its Blue Book in March 1946. Several of the 10 were subsequently granted renewal without hearing while a few went into hearing, including WBAL Baltimore whose renewal proceeding is now in progress (story page 42). No license renewals have been denied for Blue Book reasons.

Issues for the WPAB hearing, date of which has not been set, were announced by FCC as follows:

1. To determine whether the applicant has carried out, or has failed to carry out, its representations and proposals heretofore made to the Commission with respect to program service.
2. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference to the following: (a) the percentage of time which has been devoted to the broadcasting of commercial programs and of sustaining programs; (b) the average and maximum number of commercial spot announcements which have been made on the station during a typical broadcast day, and the average number of such announcements during any 15-minute segment of a typical broadcast day; (c) the amount of time which the station has devoted to the broadcasting of discussions upon important public issues.
3. To obtain full information concerning applicant's investment in the station, the net broadcast revenues derived from its operation and the amounts expended on programs.
4. To determine the policy of the applicant for the future with respect to the matters covered in issue No. 2 stated above.
5. To determine if the station has been operated in accordance with the provisions of Sec. 1.342 of the Commission's Rules and Regulations.

Sec. 1.342 requires broadcast licensees to file certain contracts with the Commission. When WPAB's application was designated for hearing, FCC authorities said that in addition to programming the inquiry would relate to apparent failure to submit appropriate network or rebroadcast agreements. WPAB has no network affiliation but reported that it had used some network programs, FCC officials indicated.

The station is operating under a license extension to July 1, pending decision on the renewal application.

INCREASE of 13% last year over 1946 sales and expected increase in 1948 production were announced by Colonial Radio Corp., New York, last week. Colonial is wholly-owned subsidiary of Sylvania Electric Products Inc., New York.

No Fade for Him

EDWARD R. MURROW'S listeners can expect his always-smooth broadcasts to be absolutely flawless from now on, at least from an engineering viewpoint. On his Dec. 31 broadcast the CBS news analyst paid tribute to "radio's forgotten men . . . the engineers." "Engineers are the toughest critics in radio and for this reporter it's a very great day when an engineer says, 'that was a pretty fair piece,'" Mr. Murrow said.

Transfer Approved

TRANSFER of control of WCAE Inc., licensee of WCAE and WCAE-FM Pittsburgh, has been granted by FCC from Pitt Publishing Co. to Hearst Publishing Co. Inc., merging Pitt Publishing into the latter new firm. Internal reorganization of certain phases of the Hearst corporate set up was effective Jan. 2.

HACKENSACK, N. J., AM APPLICATION REFUSED

ORDER was adopted by FCC Dec. 30 and announced Jan 7, denying for default the application of Triangle Broadcasting Assoc. for a new standard station at Hackensack, N. J., on 620 kc with 250 w, unlimited.

Triangle's request had been designated for hearing Dec. 19, 1947, with WVNJ Newark, N. J., as party to the proceeding. According to FCC's report, the Hackensack applicant did not appear in person or through counsel and therefore was ruled in default. WVNJ is assigned 5 kw on 620 kc. Comr. E. K. Jett, now resigned, did not participate in the action.

Triangle Broadcasting is composed of Harvey Anhalt, former general manager and chief engineer of WGYN (FM) New York, president and 23.83% owner; Thomas L. Davis, ex-sales manager of WGYN, vice president 23.83%; Eugene Polinsky, Army veteran, treasurer, 27.35%; Marvin Rothberg, radio engineer, secretary 24.88%, and Mary Post, 0.11%.

Segal Seeks Full Ownership of KTFS

WAIT and WAOV Non-Monetary Transfers Also Asked

ASSIGNMENT of license of KTFS Texarkana, Tex., from present partnership of David M. Segal and Henry N. Fones to Mr. Segal as sole owner is requested in application tendered for filing at FCC last week. Consideration for the 30% interest of Mr. Fones was not given.

At the same time applications have been received by the Commission involving non-monetary transfers of WAIT Chicago and WAOV Vincennes, Ind.

In the KTFS transfer, applicant stated Mr. Fones wished to retire from radio to devote time to his other interests. He is also 16⅔% owner of WDSG Dyersberg, Tenn. Mr. Segal, who is KTFS general manager, presently holds 70% interest in the station. Outlet is assigned 250 w on 1400 kc.

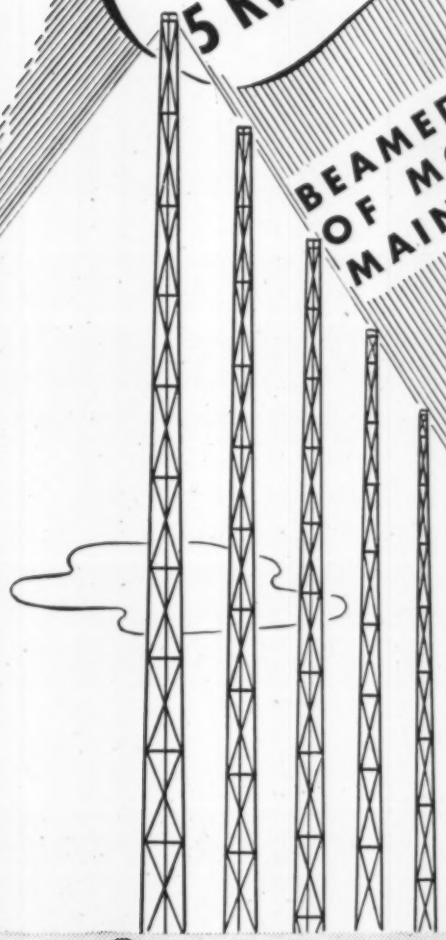
WAIT Chicago seeks involuntary assignment from present partnership to new partnership of same individuals except Gene T. Dyer Jr., deceased, whose 24% interest passes in equal shares to his mother and father, Evelyn M. and Gene T. Dyer. New ownership would be: Gene T. Dyer, 31%; Evelyn M. Dyer, 47%; Adele Moulds, 10%; Louis E. Moulds, 6%, and Grace V. McNeil, 6%.

WAOV Vincennes, Ind., requests assignment from Vincennes Newspaper Inc. to Vincennes Sun Co., both 100% owned by Central Newspapers Inc. Action effects simplification of corporate structure only, according to application, with no change in ownership. Central Newspapers owns licensee of WIRE Indianapolis and is headed and 55% owned by Eugene C. Pulliam.

TANGIBLE result of Petrillo Dec. 31 record ban in Chicago was the splitting up of Jerry Murod's Harmonicats, two of whom, the bass viol and guitar accompanists, went their separate ways. The four harmonica players bade them goodbye as the ban became effective. Since the harmonica is not considered a musical instrument by AFM, the team will continue to make records . . . sans bass viol and guitar.

WRUN
UTICA-ROME, N.Y.
1150 Kc
5 Kw Day • 1 Kw Night

BEAMED TO 40 MILES
OF MOHAWK VALLEY
MAIN STREET



THE *only*
ABC STATION
between
ALBANY *and* SYRACUSE
WRUN

ASK *Avery-Knodel,* ABOUT
WRUN

ROUNDUP

SUCCESSFUL SALES LIKE THESE WITH

KOY 550 KC

A NEW "HOME-TYPE" LAUNDRY OPENED ITS DOORS. ADVERTISING WAS LIMITED TO ONE 15 MINUTE SHOW, ONCE-A-WEEK ON KOY. AFTER THE **2ND SHOW**, THE FIRM HAD TO RESORT TO "APPOINTMENT ONLY" TO HANDLE THE RUSH . . . WERE FORCED TO DROP BOTH THEIR ADDRESS AND TELEPHONE NUMBER FROM THE RADIO PROGRAM!

ONE HOUSE TRAILER DEALER, SPECIALIZING IN VERY LARGE UNITS RETAILING FOR $3,000.00 OR OVER, FOUND HIMSELF UNABLE TO SELL HIS UNITS. HE BOUGHT A 15 MINUTE PROGRAM ONCE-A-WEEK OVER KOY. ON THE **THIRD** PROGRAM IT WAS NECESSARY TO ANNOUNCE THAT **EVERY TRAILER WAS SOLD** AND THE LOT WAS BARE!

DIRECT SALES, RESULTING FROM **FOUR** PROGRAMS SPONSORED BY A LOCAL PHONOGRAPH RECORD AND RADIO DEALER, AMOUNTED TO 8 LARGE CONSOLE RADIOS AVERAGING $300 EACH PLUS ONE ORDER FOR $90.00 WORTH OF RECORDS AND ONE ORDER FOR $60.00 WORTH OF RECORDS . . . IN ADDITION TO DOZENS UPON DOZENS OF SMALLER SALES!

CBS AFFILIATE

KOY

550 Kc

PHOENIX ARIZONA

KEY STATION OF THE ARIZONA NETWORK

National Representatives

JOHN BLAIR AND COMPANY

More Than a Match

A CHARACTER in the *Official Detective* series heard Tuesdays, 8:30-9 p.m. on MBS has been heard querulously asking for a match on the last two or three programs. When Win Wright, producer of the series, entered his office the other morning he found waiting for him a crate from the Diamond Match Co. containing 50,000 matches and a note saying, "We couldn't stand it any longer." Now they have matches to burn at Mutual.

Ex-Commentator Lashes Radio in 'Post' Article

PAUL SCHUBERT, onetime Mutual news commentator, last week joined the ranks of radio's critics, asserting in a *Saturday Evening Post* article that "taken by and large, radio in the United States is dull, stereotyped, unimaginative and depressing."

Mr. Schubert has not recently worked in broadcasting. He has been on an extended tour of the U. S. Since beginning his tour in 1946, Mr. Schubert has listened to radio in most parts of the country. "I have decided," he wrote, "that the American citizen is far from getting the incomparable treat that our better broadcasters profess to dish out."

Although asserting his belief in the American system of broadcasting, Mr. Schubert suggested a wide variety of changes in present program policies which he said would improve radio fare.

Howe to Show How New Magnetic Recorder Works

USE OF THE NEW magnetic tape-recorder to supplement radio coverage of conventions and other news stories will be demonstrated by Quincy Howe in his CBS *Frontiers of Science* program on Tuesday, Jan. 13, 6:15-6:30 p.m., the network announced last week.

The recorder, which uses paper tape that can easily be clipped and pasted for editing purposes, was used by CBS in covering the recent Chicago convention of the American Assn. for the Advancement of Science. Mr. Howe will demonstrate how several people can be interviewed with the aid of the new recorder, their comments edited, compiled and put on the air in a matter of minutes, the network said.

BILL ODOM, who returned last month with George Truman from a round-the-world flight in cub planes, will wire-record a running account of his next flight for WHLI Hempstead, N. Y., the station said last week. According to Clifford Evans, WHLI vice president, Mr. Odom plans to fly around the world from pole to pole, recording his impressions for later broadcast on WHLI.

YEAR'S DuMONT SALES TOTALED $10½ MILLION

DuMONT LABORATORIES' sales increased from $2,287,167 in 1946 to more than $10,500,000 in 1947, Dr. Allen B. DuMont, president, reported in a statement in the Christmas issue of the company house organ, *The Raster*. He predicted "much larger sales" in 1948.

Reporting that the year "has been a very successful one for television—and also for our company," Dr. DuMont said that "a great change has taken place in the attitude of the public, press and industry, towards television. In the early part of 1947 television was looked upon as an experimental toy with great potentialities. Today it is a going business rapidly developing into one of the largest and most important in our nation."

Dr. DuMont attributed the change to two factors: Television's effective demonstrations of its ability to pick up important news events and serve literally as a "window on the world," and "the large-scale production of reliable economical television receivers (which) has made them a household necessity." Stating that the number of video sets in operation had expanded from 12,000 to 225,000 during 1947, Dr. DuMont predicted that the figure will top 1,000,000 before the end of 1948.

Butler, Radio Pioneer, Dies at His Toledo Home

FRANK E. BUTLER, 70, credited with setting up the first broadcasting station with Dr. Lee De Forest in Toledo in 1907, died last Tuesday after a short illness. A radio engineering pioneer, Mr. Butler had collaborated with Dr. De Forest in inventing the first audion tube which made modern radio possible.

He also invented a revolutionary sound amplifier which is the basis of the modern design for radio loud speakers. Mr. Butler had lived in Toledo for the past 40 years.

JOHN BARNES, assistant to the president of Robert J. Enders Agency, Washington, and Catherine Spruill have announced their marriage.

MANAGEMENT

WALTER S. KLINE, former manager of Dallas office of Homer Griffith Co., has been appointed general manager of KWHN Fort Smith, Ark. Mr. Kline previously was associated with Texas State Network stations.

RICHARD E. HUNT, formerly with sales department of WIZE Springfield, Ohio, and recently connected with WDAD Indiana, Pa., has been named president and general manager of WPTW, new daytime AM station which took the air Dec. 7 at Piqua, Ohio. **BYRON F. LONDON**, also formerly with WDAD, is secretary-treasurer and chief engineer of WPTW, and **GEORGE E. DONAHUE** is vice president and engineer.

CRAIG LAWRENCE, general manager of WCOP Boston, has been appointed member of advisory committee of northeastern regional office of National Conference of Christians and Jews Inc.

LIONEL F. BAXTER, manager of operations at WAPI Birmingham, Ala., has been honored by His Holiness Pope Pius XII with presentation of "signal Pontifical honor and medal of Knight of the Order of St. Gregory." The Most Reverend T. J. Toolen, D. D., Bishop of Mobile, made the presentation.

WGNA Names Brooks Director of Operations

WGNA Chicago, the *Chicago Tribune's* television station which is expected to take the air "in a few weeks," has announced the appointment of Vernon R. Brooks as director of operations. Mr. Brooks, assistant to the director of WGN's engineering operations, has been engaged in the planning and development of WGNA since his return from the Navy in June 1946. He saw nearly four years of combat service during the war.

Mr. Brooks

WGNA's new operations chief joined the *Tribune's* AM station in 1935. He served as traffic manager and supervisor of announcers. After the war he was on a research assignment in Washington with the Clear Channel Broadcasting Services, of which WGN is a member, and last spring he attended the television workshop in New York City.

FOR MORE LISTENERS PER DOLLAR

IN NEW ENGLAND'S 3rd LARGEST CITY

it's

WNEB

WORCESTER MASSACHUSETTS

Represented By

Adam J. Young Jr., Inc. and Kettell-Carter

Now **KRNT** *undisputedly*

OUT-HOOPERS

ALL DES MOINES STATIONS

ALL MORNING - ALL AFTERNOON

ALL DAY LONG!

More and more national advertisers are learning that KRNT's highly merchandisable personalities and sales experts can achieve the same results for them as this great team has accomplished for local clients.

THIS ALL-AMERICAN Air-Sales-Promotion Team Produced These Phenomenal Ratings . . . Boosted KRNT Local Sales to an All-Time High!

HOOPER STATION LISTENING INDEX

City Zone: Des Moines, Iowa — Months: October-November, 1947

Share of Audience

TIME	KRNT	Station B	Station C	Station D
Weekday Morning Mon. Thru Fri. 8:00 A.M.-12:00 Noon	41.6	10.3	16.8	26.5
Weekday Afternoon Mon. Thru Fri. 12 Noon-6:00 P.M.	41.5	7.5	15.2	33.1
Evening Sun. Thru Sat. 6:00-10:00 P.M.	27.2	6.9	19.6	45.6
Sunday Afternoon 12 Noon-6:00 P.M.	29.6	11.9	21.5	36.2
Saturday Daytime 8:00 A.M.-6:00 P.M.	37.1	12.4	21.6	24.2
TOTAL RATED TIME PERIODS	34.1	8.4	18.4	36.9

Ask your Katz man to tell you the unusual KRNT Story

KRNT
DES MOINES

THE REGISTER AND TRIBUNE STATION

Represented by the Katz Agency
Available with WNAX and WMT as the Mid-States Group

Commercial

JOHN J. McPARTLIN has been appointed national spot sales television representative in NBC Central Div., Chicago. He will handle national spot sales for network's central division television clients and will take charge of sales on three eastern stations—WNBT New York, WNBW Washington (NBC stations) and WRGB Schenectady (General Electric). He will also continue as national spot salesman in central division. Mr. McPartlin, former salesman for Public Service Co. of Illinois before he joined NBC in 1944, will attend GE's television school in Schenectady Jan. 18-19 and then visit above-mentioned stations as part of orientation in his new position.

KEITH STONE BYERLY, manager of North and South Carolina sales for WBT Charlotte, has been appointed general sales manager of WBT and WBT-FM. Mr. Byerly joined WBT in January 1947. He previously had been manager of Hugh A. Deadwyler Adv., following four years in public relations work with U. S. Navy. Prior to Navy service he had been in sales and advertising work with Carolina Co-Operator Publishing Co. of Raleigh, Charlotte Observer, and Nachman-Rhodes Adv., Charlotte. Mr. Byerly will be assisted in sales department by **MRS. THELMA HAIGLER**, who recently was named traffic manager.

Mr. Byerly

CHARLES H. KLEINMAN, former commercial engineer with RCA Victor Div., has been appointed commercial manager of WGPA and WGPA-FM Bethlehem, Pa. Mr. Kleinman started in radio as engineer at WNEW New York in 1934. He later joined WQXR that city and in 1942 was named program manager of one of New York's original FM stations, W75NY (now WABF).

MYRON A. ELGES, former network sales representative of ABC in Hollywood, Jan. 1 became new sales manager of KQW, CBS affiliate in San Francisco. Mr. Elges at one time was with the NBC sales staff. He also had been with Edward Petry & Co., William G. Rambeau Co., and Trans-American Broadcasting & Television Corp. He succeeds **RICHARD E. GOEBEL**, who has been appointed general manager of KLAS Las Vegas, Nev.

JACK L. KAMSLER has been named vice president of Friedenberg Agency, New York. He will make his headquarters in firm's Chicago office. Firm also has announced opening of new office in Charlotte, N. C., at 201½ S. Tryon St.

FRED KIDDER, announcer at WCOP Boston, has been transferred to sales department, where he will take over duties of local sales representative. He is replaced on announcing staff by **STAN SHAW**, formerly with WEEI Boston.

JACK A. BURNETT, commercial manager of KUTA Salt Lake City, has resigned to move to Honolulu. Move was prompted by illness in family. Prior to joining KUTA, Mr. Burnett was with KGVO Missoula, Mont. No successor at KUTA has been named.

MILO PETERSON has joined KUTA Salt Lake City, as salesman, and **MARGE WORTHEN** has been named assistant traffic manager of KUTA. **JEAN ANDERSON** also has been added to station's traffic department.

CARROLL M. BALL has been appointed commercial manager of WPTW Piqua, Ohio.

JAMES H. BEATY, former sales promotion manager of WBML Macon, Ga., has joined WLOW Norfolk, Va., as sales manager.

JOSEPH O. SCHERTLER, formerly with KDKA Pittsburgh, has been appointed auditor of KEX Portland, Ore., both Westinghouse stations. Mr. Schertler joined Westinghouse in 1932 as messenger and has been with company continuously, excluding service in Navy during war.

AL J. MADDEN, CBS Hollywood account executive, has been transferred to network's San Francisco sales office, as assistant to **OLE MORBY**. **CLARK GEORGE**, sales service manager of Columbia Pacific Network, has been named account executive replacing Mr. Madden.

STAN MOUSE, publicity director of WHIO Dayton, has been named director of national advertising along with duties of salesman.

ELIZABETH KELLY, member of accounting staff of WDRC Hartford, and Thomas H. Russell Jr. have announced their engagement.

WALTER J. SMITH, music librarian for KYW Philadelphia, has been named traffic manager. With KYW seven years, he is veteran of Seventh Army in Africa, Italy and France, getting a captaincy upon his discharge.

HOMER GRIFFITH Co. has been appointed as exclusive national representative for KSGN Sanger, Calif., KVLH Pauls Valley, Okla., and WDHL Bradenton, Fla.

RUSSELL McCORKLE, of accounting department of KYW Philadelphia, is the father of a boy, Russell Howard, born Dec. 20.

FRANK SWEENEY, chief announcer at WJJD Chicago, since April 1947, has been transferred to station's sales department.

MIRIAM BISHOP, of traffic department, KGO San Francisco, and James F. McGarvey have announced their engagement. Wedding is planned for the spring.

TOM DAVIS, of KGO San Francisco local sales and ABC Spot Sales, is the father of a girl, born Dec. 13.

RADIO ADVERTISING Co. has been appointed exclusive national representative for WHBL Sheboygan, Wis. Appointment was effective Jan. 1.

ROBERT M. FELDMAN, sales manager of WMAS Springfield, Mass., has been named general chairman of publicity and promotion for March of Dimes campaign in Springfield and Hampden County.

PAN AMERICAN BROADCASTING Co., New York, has been named U. S. representative of XORA Shanghai, all-English station operated on 800 kc, 500 w.

PAUL SWIMMLER, sales representative for WCOP Boston, is the father of a boy, James Ralph, born Dec. 6.

WAYNE THORNTON Jr., salesman at KBLF Red Bluff, Calif., and Marie Condon were married Dec. 24.

KENNETH CAPLE has been appointed regional representative for British Columbia of CBC, with offices at Vancouver.

CFRN Edmonton, has re-appointed Harlan G. Oakes, San Francisco, as West Coast representative.

Two Renewed on CBS

RENEWAL of two CBS programs was announced last week by William C. Gittinger, the network's vice president in charge of sales. Anchor-Hocking Glass Corp. has renewed *Crime Photographer*, Thursdays 9:30-10 p.m., through Wm. H. Weintraub Co., Inc., New York. International Silver Co. has renewed *Adventures of Ozzie & Harriet*, Fridays, 9:30-10 p.m. through Young & Rubicam, Inc., New York.

Prodigous Progeny

AS INVENTORY time came with the end of the year at KHQ Spokane, staff members took a census of their production and came up with the figure ten. This was subdivided in the ledger with five on one side and five on the other—five girls and five boys. The census they took was of the number of babies born to KHQ employes during 1947. Production was a bit low at the start of the year, but things picked up in the spring and Farm Editor Glen Lorang was the first honored, with a son born May 13. Five more offsprings arrived during June, July and August. Production was at a standstill in September and October, but November came in with a triple. Announcer Arthur MacKelvie finished the year, when his daughter arrived Dec 9. KHQ is very proud of its record and feels that it has probably won some sort of national contest.

Seventh in VA's Series Ready in Late February

THE SEVENTH in the Veterans Administration series, *Here's to Veterans*, will be available to radio stations late in February, for use during March, April and May. The series consists of 13 quarter-hour transcribed "capsule versions of well-known network programs.

Forthcoming series includes: *The Eddie Howard Show, Club Fifteen, My Friend Irma, Music America Loves Best, Spike Jones Spotlight Review, Highways in Melody, The Dick Haymes Show, The Al Jolson Show, Sammy Kaye Serenade, Abe Burrows Show, The Bill Goodwin Show*, Jimmy Durante and Bob Hope.

WNJR

is in the heart of NORTH JERSEY

5000 WATTS • 1430 KILOCYCLES

Keen to the North Jersey pulse, WNJR programs exclusively for this rich market of 1,000,000 homes! WNJR, with North Jersey really at heart, is the strong new artery to tell your story!

Otis P. Williams
General Manager
91-93 Halsey St.
Newark 2, N. J.

the radio station of the Newark News

2 IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

Represented Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

EXTRA REACH
GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE "MORNING • NOON • NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

Like the Mrs. illustrated above, KXOK has a long and aggressive reach which means extra sales for advertisers. It costs more to do business today which makes it imperative to increase sales volume. KXOK "reaches" and influences buying power in an area described by BMB as 115 counties daytime, 98 counties nighttime. 30 of these counties were surveyed* by KXOK and 22.1% of the listeners make it a habit to tune to 630 on the dial (bless that clear signal). In these counties live a million spenders, like the Mrs. in the illustration . . . a plus market to St. Louis from which advertisers reap extra profits through KXOK's extra reach.

* *Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Co. Ask your John Blair Man about this revealing survey . . . offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.*

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 K C • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

What Makes A R

PROGRAMS

"Local programs of a size and quality unexcelled by any radio station—anywhere." These include Reginald Stewart and the Baltimore Symphony Orchestra, the B. & O. Glee Club of 100 male voices, the WBAL String Orchestra, the WBAL Dance Orchestra, the "Baltimoreans", vocalists Gloria Halliday, Helen Alford, Galen Fromme, Lloyd Knight, Conrad Knight, John Evans, Musical Directors Dr. Allan Dash and Joe Miller, the Hi-Jinks program, Mollie Martin, Al Ross and guests "Around the Breakfast Table", plus NBC "America's No. 1 Network" programs.

PUBLIC

Dr. David E. Weglein is WBA
and policy are to contribute
fare of the communities whic
include early morning a
programs, weather reports,
People, Junior Town Meeti
gressmen Report and man
programs.

Dr. Weglein is general
announced to select indivi
WBAL Awards for Outsta

STANDARDS

WBAL's continuity acceptance and program regulations are among the most stringent in the industry. Advertising copy must be truthful, in good taste and of proper length. Many programs and announcements are unacceptable to WBAL. Religious programs are not sold, but free time is provided. No telephone call "reward for listening" programs are broadcast.

M

Baltimore, America's sixth
ware and parts of Pennsyl
are more than 900,000 ra
in this area.

POWER

50,000 Watts—greatest amount of power allowed any American commercial radio station.

WBAL—50,000 WAT
"One of Am
2610 N. Cha
Represented Nati

Radio Station Great?

BLIC SERVICE

is WBAL Public Service Counselor. Purpose tribute the improvement, benefit and wel- ies which WBAL serves. Some of the services ing an noon farm programs, religious ports, t WBAL Radio Forum, Report to the Meetin It's Their Opinion, Maryland Con- many ther local and NBC public service

ral cirman of the committees recently ndivi ls and organizations to receive the utsta ng Achievement.

FACILITIES

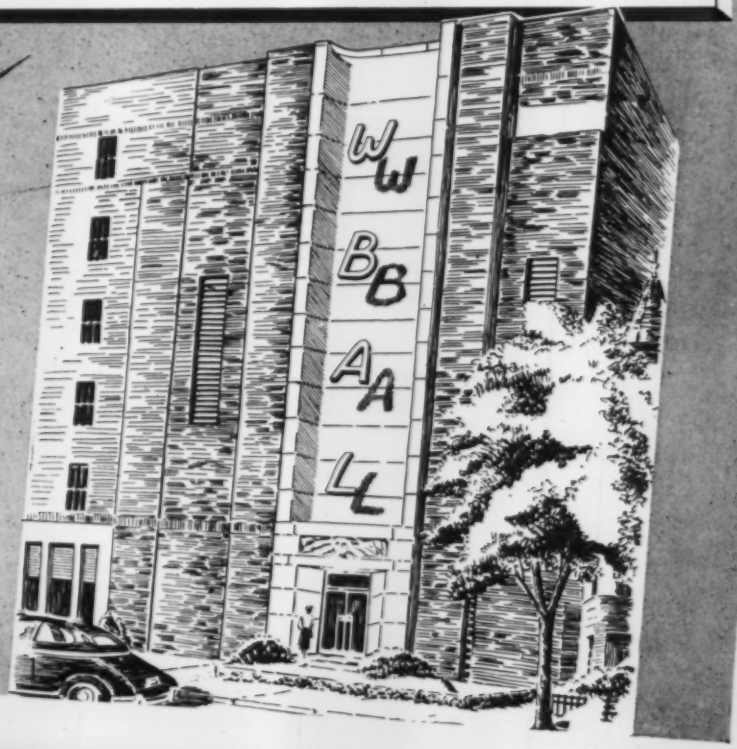
WBAL's "New World of Tomorrow" studios are the most modern and finest in the country. The WBAL transmitter was made in Baltimore and installed just before the war. It is located on Winan's Road, north of Pikesville. WBAL has all three news services, the two foremost transcription services and an experienced organization of more than eighty persons.

TELEVISION

Mr. Harold See, for 17 years with NBC and considered one of America's top television men, has been appointed Manager of WBAL-TV. The station will broadcast programs early in 1948 on Channel 11.

MARKET

th ty, the States of Maryland and Dela- yl nia, Virginia and West Virginia. There a families (more than 3,600,000 people)



WATTS—NBC AFFILIATE

...'s Great Radio Stations"

Street, Baltimore 18, Md.

...ly by Edward Petry & Co., Inc.

Editorial

Toni Triumph

THE OTHER day Toni Co., makers of home permanent wave and shampoo, was sold to Gillette for an overall figure of $20,000,000. Less than four years ago Toni started with $5,000, an idea and an eye toward radio.

The story is a modern version of successful merchandising through radio. A dozen years ago Alka-Seltzer as a new product got under way on WLS Chicago and mushroomed through radio to take leadership in the proprietary field. There are scores of stories of like calibre, many untold for competitive reasons.

Toni billings in 1947 were approximately $22,000,000. The advertising budget amounted to about $4,000,000—the bulk of it allotted to five network programs.

The Toni story will be heralded as the advertising success story of 1947. The Harris brothers of St. Paul, who remain with Toni under its new ownership, combined sound business sense with an idea. They surrounded themselves with the best advertising and merchandising brains they could inveigle into the gamble. They retained Foote, Cone & Belding. And played radio across the board.

The Toni story will have its sequels. Hundreds of new products are awaiting the return to normal supply and demand processes. And merchandisers long since have learned that the surest, swiftest way of selling the consumer, if the product is right, is via ear appeal.

Master-Minding

RADIO master-minding never ceases. In the pre-radio era the press got the brick-bats, but the quantity and velocity have tapered off in ratio to radio's emergence as a mass medium.

Because of the very freedom our democracy affords, this nation breeds more inspired statesmen and gifted leaders, and more crackpots and demogogues per capita than perhaps any other nation.

The new pastime for the reformers, the professors, the prohibitionists and the rabble-rousers is to rail against radio programming. All seem to want to inflict their own views upon the public, and they want access to radio in time allotments exceeding their weight.

Because the public won't listen to them, they wail all the louder. They won't recognize the inescapable fact that the public resents their intrusion, notably when they preempt time that ordinarily would be devoted to conventional program fare—fare that has established an American radio audience larger than that of all the rest of the world combined; an audience that devotes more hours a day to listening than to any pursuit other than sleep and work.

This is not to turn a deaf ear to all criticism. There's the constructive kind, upon which radio's whole program structure is founded. We have the programs we have, not because the advertisers like them, but because the majority of the public wants them.

A paradox in the current agitation of the do-gooders is that they are getting their best licks in through the public prints. Magazines and newspapers are falling prey to the mouthings of radio dissidents. Many of the top publications seem to print anything anti-radio that comes along, evidently oblivious of the fact that anything which threatens the freedom of radio also inevitably impinges upon press freedom.

Latest case in point is the article in the current *Saturday Evening Post* by Paul Schubert, described as a Mutual news commentator. In an advance release the *Post* boasts that this article, "A Radioman Looks at Radio," is "sharply critical" of radio; charging that radio does not really entertain, and that it does not give adequate information.

That's Mr. Schubert's opinion. We assume he's qualified to comment on news, since he has a news background. But he says radio has gone to the dogs because *he* dislikes disk jockeys, soap operas, hillbilly shows, "corny commercials" and quiz and breakfast shows.

Mr. Schubert, the news commentator, thereby condemns practically everything radio offers programwise. He's right, but 100,000,000 listeners are wrong. And that's the sort of poppycock the *Post* buys and publishes.

Mr. Schubert offers certain correctives, but since he's disqualified himself as an expert or even as an alert observer, it's sheer folly to give them weight.

The tragedy of this and much of the blatant radio criticism is that millions of people read these diatribes and perhaps wonder whether they've been hoodwinked all these radio years. The upshot usually is that the listener goes back to his listening and enjoys it. Maybe that's why audience polls repeatedly show that the citizen has more confidence in what he hears over the air than in what he reads.

Months for Minutes

RADIO deals in split seconds. Government agencies, like the FCC, deal in minutes—the legalistic kind that, under established rules, record all formal actions which must be available for public inspection.

Since the FCC has undergone a sweeping personnel change, with five of its seven members named during 1947, it might behoove it to take an inventory of its minute-keeping. We did, after we had been referred "to the minutes" on the vote on sending out of invitations for the upcoming "editorializing" hearing. We wondered whether all commissioners had voted for invitations, an unorthodox and virtually unprecedented procedure. We wondered too because the list of invitees read like a stacked deck in favor of retaining the principle of the Mayflower decision [BROADCASTING, Dec. 8].

Here's the story, seriatim:

On Dec. 4—after the invitations had gone and after we had inquired about the vote—we sought the FCC minutes, as instructed. We wanted the minutes for the Oct. 23, 1947 meeting, at which the invitation procedure was authorized.

The Minute Section advised us that the minutes were not available. Only the minutes up to March, and a few scattered subsequent sessions, were recorded. The rest were in "intra-Commission form."

On Dec. 29 we were notified the minute in question was available.

Thus, an action taken on Oct. 23 (which should have been promptly available for inspection under the FCC's own rules) and which was requested Dec. 4, turns up Dec. 29—67 days later!

Incidentally, the minutes showed that Commissioners Jett and Jones opposed the invitation procedure and urged that standard practice be followed. That left Comrs. Denny, Walker, Durr and Hyde supporting the General Counsel's recommendation that invitations be issued.

Maybe the FCC staff needs a clock with a minute hand.

Our Respects To—

MICHAEL RICHARD HANNA

IN RECENT YEARS a not unpleasant bell-like sound has tinkled through the academic hush of Cornell U.'s campus. It is not the playing of a random glockenspiel but the steady agitation of a cash register in the university's radio station.

High above Cayuga's waters is one of the most commercially successful, for its size, stations in the country. No ivy grows on WHCU Ithaca, N. Y. It met a 1947 payroll of $100,000 and unannounced but doubtlessly impressive operating costs and still banked what is described as a comfortable profit.

Yet it is not for its shrewd business record that WHCU is known. The station—which last year won a coveted Peabody Award—is regarded as a leader in public service broadcasting.

The genius responsible for arranging this difficult union of rampant commercialism and selfless service is a son of the mysterious East. It was not until Michael Richard Hanna, of Syrian extraction, came down on Cornell's fold that the station blossomed into its present state of robustness. Mr. Hanna, who, unassisted by Adler elevateds, towers to a height of more than five feet, is unhampered by the weight that encumbers grosser figures and hence is capable of scooting from place to place before more sluggish station managers can hoist their bulks from their chairs.

Mr. Hanna is general manager of WHCU, a director of the NAB from the important District 2 which embraces New York and New Jersey, a director of the New York State Citizens Council and several civic committees in Ithaca, an active member of Rotary, the Elks, the Cornell Club and others too numerous to mention and still finds time to shoot golf with an 8 handicap. He prides himself on the quantities of blood he donated to the Red Cross banks by draining his eyes—uncanny reservoirs—on mornings after NAB board meetings.

As a department head of Cornell, he sits on the faculty, but disdains the title "professor." He has three sons, Michael Jr., 12, David, 9 and Tommy, 7.

The general manager of WHCU fought his way into radio in 1938 when, at the age of 27, he was hired to manage WIBX Utica, an appointment which mystifies him to this day. He had trained for this demanding radio position by studying political science and law at the U. of Michigan; foreign service at the American U. in Beirut, Syria; special courses

(*Continued on page 56*)

GOOD MUSIC IS A HABIT Good music forms good listening habits . . . attracts music lovers . . . keeps them listening . . . knits them into an intensely loyal, responsive audience. More than half a million music-loving families in the New York metropolitan area tune habitually to WQXR-WQXQ . . . comprise "A City Within A City" in the world's richest and greatest market. A record number of advertisers, using the sales-producing impact of good music, are tapping this vast source of purchasing power. Their increasing sales are proof that good music is a powerful selling force. For greater sales, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

. . . and FM Station WQXQ
Radio Stations of The New York Times

Respects

(*Continued from page 54*)

at the U. of Geneva, Switzerland; and by writing for the *Central European Observer*, of Prague, and the Paris edition of the New York *Herald-Tribune*. These came after his attendance at public schools in Utica where he was born Aug. 3, 1911.

He had had casual brushes with broadcasting when as an employe of the U. S. Office of Education and the New York State Dept. of Education he arranged several radio forums. He had also performed before the microphone in a WIBX series called *Meet Mr. Wise*, a period in which the omniscient Mr. Wise, in the person of Mike Hanna, answered whatever questions listeners had to ask.

It may have been that Mr. Hanna, or Mr. Wise, impressed the owner of WIBX, the late Scott Howe Bowen, with his inordinate wisdom, for it was Mr. Bowen who in November 1938, decided to make Mr. Hanna a station manager, apparently on the theory that Mr. Hanna was capable of answering the day-to-day questions of radio management, too.

Within a year and a half he was summoned to take command of WHCU, which had been under private ownership and was about to revert to Cornell U.

A man whose decisions are as quick as his feet, Mr. Hanna accepted the job only a few days before the station was to begin operations under the Cornell ownership.

Twenty-two hours before air time, Mr. Hanna arrived at his new post to discover that the station was fitted out with equipment that had been built in 1922. It had no turntables, no news service and no staff.

Mr. Hanna called on the university's engineering department to install jury-rigged equipment and on June 3, 1940, WHCU, on schedule, went on the air. By November, Mr. Hanna had caused studios to be erected in downtown Ithaca containing the most modern equipment, and was in business to stay.

Steady Growth

Since then the station has experienced steady growth. In a city of 23,000, WHCU—a daytime operation—derives 87% of its revenue from local advertisers, 5% from its network, CBS, and the rest from national sponsors. Its staff now numbers 33. Although its revenue is not disclosed, it must be considerable.

It employs only two salesmen, and 70% of their work is servicing accounts. The station boasts a 94% renewal average.

The financial record of WHCU can be attributed to Mr. Hanna's belief that money makes most things possible. He has persuaded the savants of Cornell that solvency is not incompatible with academia.

"I am in this business to make money," says Mr. Hanna without shame. "But you have to have the people's confidence to do this, and the only way to inspire confidence is to serve. . . . We use the same technique in selling democracy as we use in selling soap."

All but one of WHCU's public service programs are sold. The exception is its *Radio Edition of the Weekly Press* which won a special Peabody Award last year. Advertising complications would arise on this show because 74 weekly papers co-operate in it.

WHCU, which has no national representative, depends on local advertising to foot its bills, and Mr. Hanna points out that even in a small city like Ithaca there are enough accounts to go around. But selling initiative is needed.

During the war, he recalls, WHCU sold time to a man who was in the business of repairing milk cans. It was not the kind of account that a radio station ordinarily would regard as a bright prospect, but WHCU does not let itself become bound by preconceptions.

That is why, in a time when some local stations are finding the going tough, WHCU is sold out.

Certainly Mr. Bowen must have been blessed with powers of divination when he guessed that Mr. Hanna knew the answers.

News

HAROLD L. HADLEY, director of broadcasting for the Philadelphia Bulletin, has been appointed director of news for WCAU Philadelphia, Bulletin-owned station. He succeeds **PAUL CAPRON Jr.,** resigned. Mr. Hadley has been with the Bulletin ten years and for past four years has specialized in radio news writing.

FRANK DOYLE, feature announcer at KWK St. Louis for the past three years, has been named special events director of KMOX St. Louis. He replaces **AL BLAND,** who recently was named program director of KMOX. Mr. Doyle previously was with WLOK Lima, Ohio, as program director, and had been with WLW and WSAI Cincinnati, and WMBD Peoria, Ill.

LT. EDGAR M. JONES, former executive officer, radio section, Army Dept., is the father of a boy born Jan. 1. Lt. Jones was formerly assistant press officer of FCC.

ED COFFIN, former sports writer with KNAK Salt Lake City, and Salt Lake Telegram, has joined KUTA that city, as sports director.

RAY WILSON, former announcer with KVOD Denver, has joined KSBW Salinas, Calif., as news director.

WALTER ("Red") BARBER, CBS sports director, is the author of an article titled "My Ten Years With the Dodgers," scheduled for March publication in the Sport Magazine.

MARSHALL SMITH, assistant farm director of KVOO Tulsa, Okla., and Doris Freideman were married Dec. 26.

CLETE ROBERTS, director of public affairs of KMPC Hollywood, is the father of boy born in Los Angeles Jan. 3.

De ALTON NEHER has been appointed head of sports department of WIBA Madison, Wis., replacing **LARRY CLARK,** resigned.

TOPS

IN ALABAMA

WSGN is still tops, according to C. E. Hooper's latest report (Summer 1947) WSGN shows a listening index in the morning of 37.3, afternoon 31.5, evening 35.3. In promotion, programming and service WSGN works to give sponsors the most for advertising dollars. That's why WSGN is always Alabama's top station.

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN-FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley-Reed, National Reps.

Democrats Answer L. A. Radio Group On Mistreatment at McGrath Interview

A PROTEST by the Los Angeles Radio News Club charging mistreatment of radio during the recent visit of Sen. Harold McGrath, national Democratic chairman, to Los Angeles, was termed untrue by the Democratic National Committee last week.

Clete Roberts, president of the newsmen's organization and director of public affairs for KMPC Hollywood, had charged in a letter to Jack Redding, the party's publicity director, that radio stations were refused the right to use recording apparatus during a radio and press conference. Mr. Roberts called the denial "unwarranted abridgement of the equal rights traditionally accorded radio and press at open news conferences."

Explaining that his organization recognized the fact that wire or tape recordings might complicate a single news conference, Mr. Roberts said they therefore offered to settle for a separate session at which the same questions and answers might be repeated. But, he contends, the answer was "an unequivocal 'no'."

Disclaiming Mr. Roberts' version, Mr. Redding declared that the radio correspondents were given an opportunity to record anything and everything at the regularly scheduled conference.

The radio reporters, however, according to Mr. Redding, insisted on a separate session at which Senator McGrath was to reiterate all his previous answers for recording purposes. This could not be done, he said, because the Senator's schedule of appointments was too tight to permit two news conferences.

As a result, according to the party, the radiomen boycotted the conference. It was said by the party that one reason the radio newsmen wanted a later conference was that it was inconvenient for them to have their engineers present at the earlier one.

Critizing the Democrats' refusal of a separate session, Mr. Roberts said in his letter, "It is difficult likewise for us as radio reporters to feel bound to present the views of your party over the radio facilities solely when it suits your convenience to request them."

Concurrently, the Radio News Club advised James Roosevelt, California State Chairman, that its cooperation with radio news outlets is unquestioned and the sole quarrel is between Senator McGrath and radio.

Clarifying the attitude of the Democratic Committee, Mr. Redding declared that it had "no intention of discriminating against any media." He said the party well appreciated the importance of radio and television and is happy to cooperate any time.

HE'S WISE . . . HE BUYS

KNOW

TO SELL AUSTIN

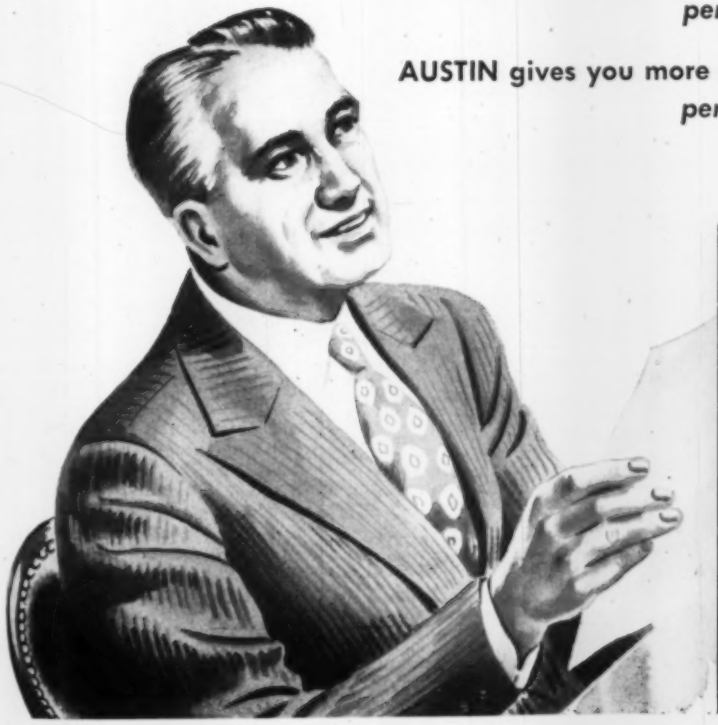
MANY A WISE TIME BUYER has learned that the best way to sell the rich Austin market is through KNOW, Austin's favorite radio station. KNOW's legions of loyal listeners are the cream of the Austin market.

KNOW is the prestige station — Austin's oldest, Austin's best, Austin's most listened-to station, morning, afternoon and night.*

Listeners know, advertisers know, and you can easily find out that KNOW is your best bet to reach the Austin market.

May we prove it to you?

* Fall 1947 Hooper.



KNOW gives you more dialers *per dollar*

AUSTIN gives you more dollars *per dialer*

radio station

KNOW

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

WQQW Washington Airs Listener-Sponsored Show

CREATION of a listeners' program fund through which members of the audience of WQQW, Washington, D. C. independent, are themselves sponsoring a two-hour classical music program every Sunday was announced last week by M. Robert Rogers, station's general manager. First such program was scheduled for presentation Jan. 11 from noon to 2 p.m.

WQQW, which was one year old Jan. 5, had its best business month last month, according to Mr. Rogers, who said the station had offered to return subscription contributions to listeners. Ninety-five per cent of the contributors, said Mr. Rogers, asked that the money be kept and used by WQQW for listener-sponsored programs on weekends. Station plans to seek subscriptions to maintain the listener-sponsored program as a permanent Sunday feature, and for every dollar put up by the listener the station will schedule $2.00 worth of time.

Simultaneously with announcement of the listener-sponsored program Mr. Rogers announced creation of a WQQW listeners' advisory panel headed by Teresa Liss, Chevy Chase, Md. Through this panel WQQW hopes to provide a way for listeners to bring their ideas and preferences to the attention of the station management.

AGENCIES

W. H. CONINE, R. E. THOMPSON and **JOHN H. TINKER** have been elected to the board of directors of McCann-Erickson, New York. Mr. Conine is grouphead account executive for National Biscuit Co. account; Mr. Thompson is senior copy grouphead and in charge of Standard Oil Co. of New Jersey account, and Mr. Tinker is coordinator of copy and art department.

LAWRENCE S. TONE Jr., former radio director for Ecoff & James Inc., has been appointed radio and television director of Barclay Agency, Philadelphia.

JEROME B. HARRISON, formerly with The Katz Agency, New York, has joined French & Preston Inc., New York, as associate radio and television director. Prior to joining Katz Mr. Harrison was account executive with CBS, which he joined in 1939.

Mr. Harrison

CARLOS CAVALCANTI, formerly with international edition of Reader's Digest, has joined foreign department of McCann-Erickson, New York, preparatory to assignment to one of agency's offices in Brazil.

LOREN ROWELL, account executive of Young & Rubicam, Hollywood, has been assigned to Consolidated Vultee Aircraft Corp., and Bireley's Div. of General Foods Corp. accounts, **E. E. POTTER**, former account executive on Consolidated, has become vice president of agency's Detroit operations. **DON BARR**, former account executive on Bireley's has replaced Mr. Potter as agency's Hollywood manager. Mr. Barr retains supervision of the Hunt Foods Inc. account.

E. GORDON LANE, vice president and member of board of directors of James Thomas Chirurg Co., Boston and New York, has been appointed general manager in charge of agency's New England operations. Mr. Lane joined Chirurg Co. in 1942 as account manager and was appointed vice president in 1945. He previously had been president of consulting advertising firm in Montreal, and New England representative of Esquire Magazine.

Mr. Lane

HARRY FEIGENBAUM Adv., Philadelphia, has moved offices to new quarters at 2011 Walnut St. Telephone: Locust 4-1536.

MARK NAPIER and ROBERT M. CAMPBELL, both of Toronto office of J. Walter Thompson Co. Ltd., have been elected directors of the agency.

DARRELL NELSON McCAIN, formerly of Benton & Bowles, New York, has joined New York office of Brisacher, Van Norden & Staff as a space and timebuyer.

CHARLES NEUGEBAUER, former copy supervisor of Needham, Louis & Brorby Inc., Chicago, has joined Frederick, Franz & MacCowan Adv., Chicago, as account executive.

NANCY HUGHES has resigned as director of specialized and fashion advertising for St. Georges & Keyes Inc., New York, to open her own agency at 35 5th Ave. Miss Hughes, whose agency is Nancy Hughes Inc.—Specialized Adv., will deal mostly with fashion accounts. **HENRIETTA BARNES** of St. Georges & Keyes will handle Miss Hughes' former accounts at that agency.

SOL PANITZ, former public service director of **WINX** Washington, has been appointed radio copy chief of Kal, Ehrlich & Merrick Adv., Washington.

Mr. Panitz

Mr. Panitz previously was chief script writer and producer for War Dept.'s Radio Branch. His work has been heard on all four major networks, and in 1946, while with WINX, he received three national radio awards.

CORNWELL JACKSON, vice president in charge of Hollywood office of J. Walter Thompson Co., has received plaque from White House for services as Hollywood radio chairman of Citizens' Food Committee.

GRAHAM GLADWIN Adv., San Francisco, has been appointed to handle following new accounts for 1948 radio replacement: Real Danish Cookies; Pastene's Rocking Chair Lounge, and B&G Foods, all of San Francisco.

BART SWIFT, of William Morris Agency, New York, and Joan Tinker are to be married Jan. 17.

JOHN RAYMOND McCARTY, vice president and account executive of Rowland Broiles Adv., Fort Worth, Tex., has resigned to become president of newly-formed Wells Public Relations Corp., with offices in Fort Worth and Washington, D. C.

WILLIAM F. FITZGERALD, media director of Robert J. Enders Agency, Washington, has been named public relations officer for Fifth Marine Infantry Reserve Battalion of Washington. Mr. Fitzgerald served overseas with Third Marine Amphibious Corps.

Schwerin Deplores Abuse of Research

Fault Lies With Those Who Draw Own Conclusions

ABUSE and distortion of radio research findings were deplored last week by Horace Schwerin, president of the Schwerin Research Corp. in an address before the radio group of the American Marketing Assn. at a luncheon meeting in the Hotel Sheraton, New York.

This fault lies not with the research agencies, Mr. Schwerin declared, but with those who take their figures and ratings and manipulate them to produce "conclusions" not supported by actual facts and figures.

Touching on the radio research groups themselves, he asserted: "All research selling is done in an absolute vacuum." By this he meant that specific types of radio research findings are sold without sufficient regard for the "overall picture," Mr. Schwerin said.

Claims Hooper Influenced

On a recent visit to Hollywood he said he saw the top talent of radio being "terrorized" by the rise and fall of Hooperatings and other radio ratings. (C. E. Hooper was among the luncheon guests.) However, ". . . In Hollywood the prime consideration of a radio program's worth is whether it goes over with the initial studio audience," he added.

On the subject of improving the effectiveness of commercials, Mr. Schwerin had this to say: "Commercials that are very well liked or extremely disliked, are equally well remembered (by the audience). The danger area is indifference."

New Marine Corps Series Is Heard on 500 Stations

U. S. MARINE Corps series of four 15-minute transcribed programs are being broadcast on over 500 stations during January in the current drive to enroll 100,000 Citizen Marines by Jan. 31. Film and radio actor William Bendix is the star of the series, titled *Marine Story*.

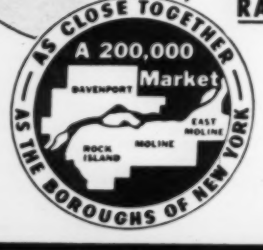
In addition to *Marine Story*, three other series of transcribed shows, Robert L. Ripley, the U. S. Marine Corps Band, and historical incidents of the Marine Corps have been distributed to stations. Special announcements have also been transcribed by Gene Tierney, Joan Blondell, Gladys Swarthout, Ginny Simms; Sportscasters Red Barber, Bill Stern, Mel Allen, Stan Lomax; and Commentators Eric Sevareid, H. R. Baukhage, Albert L. Warner, Bill Henry.

The NAB has aided in distribution of the transcribed programs, and with the cooperation of the National Advertising Council, more than 50 network programs are assisting in the enlistment drive.

Now . . .
YOU CAN COVER
THE QUAd-Cities
LIKE AN ECLIPSE

WQUA AT LOCAL STATION RATES

WQUA is *powered* and *programmed* for the QUAd-Cities! Our interference-free day-and-night signal blankets this four-city metropolitan market with planned programming, *of, by* and *for* its more than 200,000 people. Spotlighting their intense local interest in sports (*WQUA carried more than 200 play-by-play broadcasts in its first year!*), news, special events and music against a background of Mutual programs, we have won unprecedented recognition.



"The QUAd-Cities' Station"
WQUA
RADIO CENTER
MOLINE, ILL.
REPRESENTED BY
T • H • S
RADIO SALES
FULL TIME • MUTUAL BRUFF W. OLIN, Pres., Gen. Mgr.

THE GEORGIA MAJOR MARKET TRIO

OFFERS ADVERTISERS AT ONE LOW COST:

1 – Concentrated coverage in Georgia's 3 major markets

2 – Listener loyalties built by local programming in Georgia's 3 major markets

3 – Dealer loyalties in Georgia's 3 major markets

4 – Merchandising assistance in Georgia's 3 major markets

ALL CBS

AVAILABLE AT COMBINATION RATES

*1000W Night

Represented by THE KATZ AGENCY, INC.

SPONSORS

SANFORD WOOLF, former radio director of A. James Rouse Co., Los Angeles, has been named advertising manager of Vera Lane Products Co., Hollywood (cosmetics). Future advertising plans for firm calls for national spot campaign.

RALPH STARR BUTLER, vice president of General Foods Corp., New York, retired from active service with company on Jan. 1. He joined firm as advertising manager in 1926, and three years later was elected vice president in charge of advertising. In 1938 he was named vice president of merchandising, supervising all of General Foods' advertising and merchandising policies. By 1943 Mr. Butler's responsibilities also included the firm's public relations, consumer service, and research and development departments.

Mr. Butler

GULF OIL Corp., Pittsburgh, Jan.1 renewed "You Are An Artist" video series on NBC Television (WNBT New York, WPTZ Philadelphia, WRGB Schenectady,), Thursday, 9-9:15 p.m. Agency: Young & Rubicam, New York.

YAMI YOGURT PRODUCTS, Inc. Los Angeles (cultured milk), Jan. 5 started six weekly participation on combined "Housewives' Protective League" and "Sunrise Salute" programs on **KNX** Hollywood. Contract is for 13 weeks. Sponsor on Jan. 1 also started five weekly participations on "Ann Holden Show" on KGO San Francisco. Contract is for 13 weeks. Agency: William Kester & Co., Hollywood.

VENUS FOODS, Los Angeles (fruits and vegetables), has appointed Allied Adv. Agencies, Los Angeles, to handle its advertising. **RALPH WHITMORE,** account executive, reports that extensive use of radio will be made.

THREE video spot sponsors have renewed contracts with WNBT New York: **ELGIN NATIONAL WATCH Co.,** Elgin, Ill., effective Jan. 4, for 20-second time signals, through J. Walter Thompson Co., New York; **BULOVA WATCH Co.,** New York, effective Jan. 1, for 1-minute and 20-second time signals, through Biow Co., New York; **BRENTWOOD SPORTSWEAR,** New York, effective Jan. 5, for weather reports preceding the Monday night boxing bouts, through J. R. Kupsick Adv., New York.

LAMONT CORLISS & Co., Toronto (Ponds cosmetics), Jan. 7 renewed to June 9, and Sept. 15 to Dec. 29, Ceux qu'on Aime" on 3 French network stations, Wed. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

STANDARD OIL Co. of New Jersey has renewed 25 weekly five-minute newscasts on KYW Philadelphia for 11th consecutive year. Agency: Marschalk & Pratt, New York.

CARNATION MILK Co. Ltd., Toronto (evaporated milk), Jan. 1 renewed to Dec. 30 "Le Quart d'Heure de Detente" on 7 French network stations. Tues. and Thurs. 1:45-2 p.m. Agency: Baker Adv., Toronto.

HIGH LIFE Distributing Co., Des Moines (distributor of Miller High-Life, Edelweiss and Fitger beer), has appointed Meneough, Martin & Seymour Inc., Des Moines, to handle all advertising. Radio will be used. **CY NEWMAN** is account executive.

LINCOLN-MERCURY Div., Ford Motor Co., Detroit, has appointed Kenyon & Eckhardt, New York, to handle its advertising. All media will be used including radio. Account was recently resigned by J. Walter Thompson Co. K&E will also continue to handle Ford Motor Co.'s national advertising.

CAMPBELL SOUP Co. Ltd., New Toronto, Ont., Jan. 1 renewed to Dec. 31 "Jeunesse Doree" on 4 French network stations, Mon.-Fri. 12-12:15 p.m. Agency: Cockfield Brown & Co., Toronto.

HARRY MYERS & Co., Baltimore (manufacturer of Styleplus clothes), has appointed St. Georges & Keyes Inc., Baltimore, as its advertising agency. Advertising plans are being prepared.

WFRL

Freeport, Illinois

Providing the only primary AM signal* to the rich Freeport-Stephenson County area.

is proud to announce the appointment

of

DONALD COOKE, INC.

as

Exclusive National Representatives

* FCC testimony

NETWORK ACCOUNTS

New Business

FORD MOTOR Co. of Canada, Windsor, Ont. (Ford cars), Jan. 8 started to May 13, and Nov. 18 to Dec. 30 "French Ford Theatre" on 11 French network stations, Thurs. 9-10 p.m. Agency: Cockfield Brown & Co., Toronto.

Renewal Accounts

LEVER BROS. Ltd., Toronto (Sunlight soap), Dec. 29 renewed to Dec. 24, 1948, "Lucy Linton" on 27 Trans-Canada network stations, Mon. thru Fri. 12:15-12:30 p.m.; (Rinso) renewed Jan. 1 to Dec. 31, 1948, "Tante Lucie" on 9 French network stations, Ruthrauff & Ryan, New York.

WILDROOT Co. Inc., Buffalo (hair preparations), Jan. 14 renews for 52 weeks "What's The Name Of That Song" Wed. 8-8:30 p.m. (PST), on 48 Don Lee stations. Agency: BBDO, New York.

McCOLL-FRONTENAC OIL Co. Ltd., Montreal (Texaco gasoline and oil), Jan. 4 renewed to March 21 "Texaco Star Theatre" on 33 Dominion network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

ELECTRIC AUTOLITE Co., Toronto (batteries, sparkplugs), Jan. 8 renewed to Dec. 30 "Dick Haymes Show" on 33 Dominion network stations, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, New York.

Net Changes

CANADIAN INDUSTRIES Ltd., Toronto (chemical products), changes name of program from "Stardust Serenade" to "CIL Serenade," starting Jan. 15 on 33 Dominion network stations, Thurs. 8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

McCOLL-FRONTENAC OIL Co., Montreal (Texaco gasoline and oil), Dec. 31, 1947, changed "Tony Martin Show" from Sun. 9:30-10 p.m. to Wed. 10:30-11 p.m., with repeat to Pacific and Prairie regions, 12:30-1 a.m. on 33 Dominion network stations. Agency: Ronalds Adv., Montreal.

Warner Signs Morgan

WILLIAM R. WARNER Co., New York (Rayve Cream Shampoo and Hedy Wave Home Permanent) effective Jan. 29 will sponsor the *Henry Morgan Show* on ABC, Thursdays at 7:30 p.m. in each time zone across the country. The show, formerly an ABC package sponsored by Eversharp Co., was sold independently. It will have the same format and cast including the Bernie Green orchestra. Contract was placed through the firm's agency, Roche Williams and Cleary, New York.

FIRST U. S. showing of "African Diary," French film with English dialogue dubbed in, was presented Jan. 1 by NBC television over four stations of its eastern video network—WNBT New York, WNBW Washington, WPTZ Philadelphia, and WRGB Schenectady. This was first time an American premier of foreign film has been seen by television, according to NBC.

S. C. BAER Co., Cincinnati, has moved its offices to Times-Star Tower. Agency now occupies entire top floor.

New Ohio 1-kw Outlet, WTNS, Announces Staff

STAFF of WTNS Coshocton, Ohio, which received its operating license Dec. 30, has been announced by Fred Dodge, station manager and program director, who was formerly program director at WKRC Cincinnati and WBAL Baltimore and assistant to the manager of WFIL Philadelphia.

Bruce Wallace is president and general manager. On the staff, in addition to Mr. Dodge and Mr. Wallace, are: Richard Athey, commercial manager; Ben Jones, previously with WRQN Vidalia, Ga., and WMOC Covington, Ga., chief engineer; Bette Balog, traffic, and Herb Boland, George Patrick and Mel Coon, announcers.

Operating with 1 kw daytime on 1560 kc, WTNS began programming last November. Its newly-constructed studios are in downtown Coshocton and the transmitter, a Raytheon, is in Roscoe, Ohio. Station is using General Electric consolette and RCA turntables, and has a permanent Presto studio recording installation.

FRIENDS IN NEED

Appeal on Alexander's Show Brings in Gifts, Money

RADIO listeners showed their brotherhood in great bounty following the Dec. 21 appeal by A. L. Alexander on his Mutual *Mediation Board* program. After he presented the case of a former salesman, his wife and three children, all in dire need, over $15,000 in cash poured in, along with gifts approximating $5,000 in value. After the needy family was taken care of, the extra gifts were distributed to other families in need in the New York area.

A good part of the money contributed has gone into a trust fund providing a basic income for the family and later, college educations for the children. In addition, the man has a job again, and once more he is the head of his home.

The Shortest Route
To Results in
This Area Is Via

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

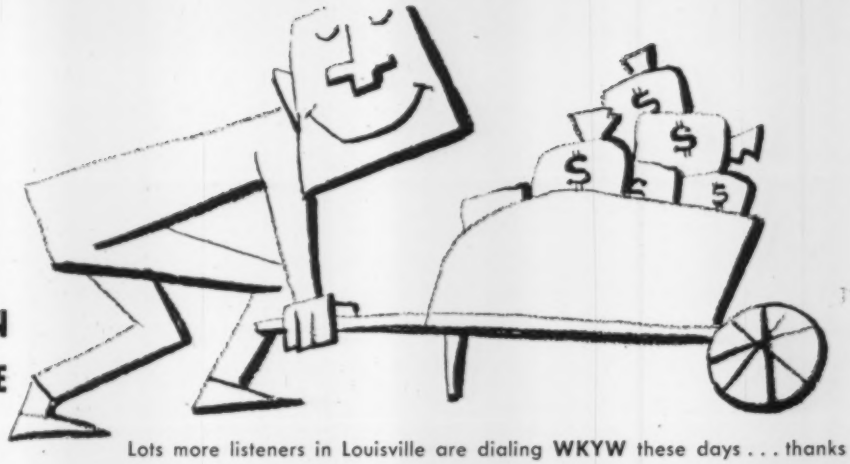
5000 WATTS
NOW

Capitol's TRANSCRIPTION LIBRARY SERVICE pays off

FOR STATION

WKYW

LOUISVILLE, KY.



Lots more listeners in Louisville are dialing **WKYW** these days . . . thanks to Capitol's Transcription Library Service. Look at the success of just two of the shows built with Capitol Transcriptions:

HAL DERWIN SHOW—now in second place among five stations, including three networks . . . and with a Hooper of 3.4! (It's logged in mid-morning, too, after a program with a much lower rating.)

"WESTERN TRAILS," featuring Capitol's great western and folk talent—leads all but one big-network show!

Is **WKYW** happy? They sure are . . . **CAPITOL** Happy!

WKYW has boosted listener levels with Capitol Transcriptions . . . and ***so can you!*** Capitol gives you every imaginable aid: **1.** Completely flexible themes and dated formats for 30 hours of entertainment each week—so that you can quickly tailor-make a show for any sponsor. **2.** Dozens of big-name stars—in every category of musical entertainment. **3.** Special musical themes for your shows. **4.** Musical interludes. **5.** Artists' voice tracks for "live" show effect. **6.** Unparalleled technical quality.

A pay off FOR YOU, TOO!

A matchless combination for luring new listeners and sponsors . . . and the coupon is your ticket to a free hearing. Use it today!

Sunset and Vine

Capitol — A DIVISION OF CAPITOL RECORDS — TRANSCRIPTIONS

PROGRAM SERVICE FROM HOLLYWOOD

***free* demonstration transcription**

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost . . .

1. Demonstration Transcription—to show me what makes Capitol's Service *different*.
2. Complete details about the Library Service and its costs.

Name _____

Position _____

Station _____

Street and No. _____

City and State _____

Coming Soon!
A NEW TELEVISION STATION
CHANNEL 13
ASK YOUR WAAT MAN ABOUT
WATV
SERVING NEW JERSEY AND METROPOLITAN NEW YORK!
New Jersey's 1st Station
WATV
CHANNEL 13
NEWARK-NEW JERSEY

ALLIED ARTS

ARTHUR C. LINK, formerly with Hawthorne Works, a Western Electric plant in Chicago, has been appointed manager of organization planning, new division of Western Electric Co., New York. Appointment is effective Feb. 1.

POUIS deBOTTARI, commercial manager of RCA Communications Inc., has been named general South American representative of the firm. Mr. deBottari is slated to leave New York shortly to establish temporary headquarters in Caracas, Venezuela. He joined RCA as commercial representative in New York in 1931, was promoted to assistant commercial manager in 1939, and to manager two years later.

Mr. deBottari

SANDY SPILLMAN, part owner of Radio Production Bureau, San Francisco, has been named chief of Wired Newscasts, that city. He formerly was with KSFO San Francisco, and during war served as radio director of Pacific Div. of U. S. Navy News Bureau, and later as chief of radio and speakers bureau, American National Red Cross, Pacific area.

LEW H. MORSE Jr., formerly with Collins Radio Co., has been appointed publicity manager for Central Radio and Television Schools, Kansas City, Mo.

JOHN C. MARDEN, who joined RCA Victor 11 years ago as salesman, has been elected vice president and general sales manager of RCA Victor Distributing Corp.

U. S. TELEVISION Mfg. Corp. distributors for Baltimore, Cleveland, Boston, and Buffalo have been announced by **HAMILTON HOGE,** UST president. They are: National Television Corp., Baltimore; Domestic Heat & Engineering Co., Cleveland; Hastings Sales Engineering Co., Boston and Television Distributing Inc., Buffalo.

FRED REINEKING, Los Angeles bureau head of International News Pictures, has been named temporary supervisor of news agency's television film organization.

FRED A. PALMER, head of Fred A. Palmer Co., Cincinnati radio consultant firm, will spend this week in New York City on business, with headquarters at Ambassador Hotel.

PACIFIC TELETRONIC PRODUCTS Co., Los Angeles, has been named western regional receiver distributor for Cleervue Television Corp., New York. In line with this appointment **IRVING D. HIRSCHFIELD,** head of western distributing firm, conducted dealer showing Jan. 8-11 at Ambassador Hotel, Los Angeles, demonstrating five models.

MARVIN FRANK, formerly with William Morris Agency, New York, has joined Musicraft Records Inc. as publicity and advertising director.

BOB NEWMAN, president, and **POLLARD GARRISON** of Eccles Disc Recordings Inc., Hollywood, have acquired **EDGAR WILKERSON'S** half interest in that firm. Mr. Wilkerson will work exclusively with his Catalina Color Co., Hollywood.

WHAI GIVES VALUABLE AID IN LOCAL PROJECT

WHAI Greenfield, Mass. was given a large share of the credit for the success of the brand names project conducted in Greenfield Oct. 20-Nov. 5, in an announcement last week by Henry E. Abt, president of the Brand Names Foundation Inc., New York.

The before-and-after study of buying habits, based on data assembled by WHAI, the *Greenfield Recorder-Gazette,* and the Greenfield Chamber of Commerce, was even more successful than anticipated, Mr. Abt said.

A total of 54.5% of Greenfield's citizens learned of the brand names campaign through WHAI programs, according to Mr. Abt—39.5% from commercial shows and 15% from sustainers. About 90% of the town's stores took part in the promotion; 32% of these used WHAI. WHAI time sales showed a 30% increase during the campaign; the *Recorder-Gazette* lineage sales rose 36.54%.

Admiral Adds Table Set To Video 'Optional' Line

ADDITION of an 18-tube table-size model to its recently-introduced "television optional" line of television and radio-phonograph ensembles [BROADCASTING, Jan. 5], was announced last week by Admiral Corp., Chicago.

Retailing for $169.95, the set augments the console 28-tube receiver, a part of the group that will sell for $299.95. Table-size sets will be available to dealers in video areas early this spring.

Fire-Fighters on TV

C-O-TWO Fire Equipment Co., Newark, on Jan. 12 will sponsor a 25-minute film telecast over the full NBC video network, starting at 8:40 p.m. Film, one of the *American Business on Parade* series, shows the production and use of the company's fire-fighting apparatus. It was placed by Frank Best & Co, New York, C-O's agency.

UE TO ASK NEW WAGE BOOSTS IN FEW WEEKS

SUBSTANTIAL cost-of-living wage increases will be sought by the United Electrical, Radio and Machine Workers of America (CIO) from General Electric, Westinghouse and General Motors within the next few weeks, the union announced last week. At the same time UE issued a statement dismissing as only "nominal" General Electric's widely-heralded price reductions of two weeks ago.

The announcements came at a two-day conference in New York of 300 UE delegates representing about 300,000 workers employed by the three companies named and several other firms. In addition to salary boosts, the union will ask for health and welfare and pension plans, severance pay, improved vacation policies, and additional paid holidays, UE officials said.

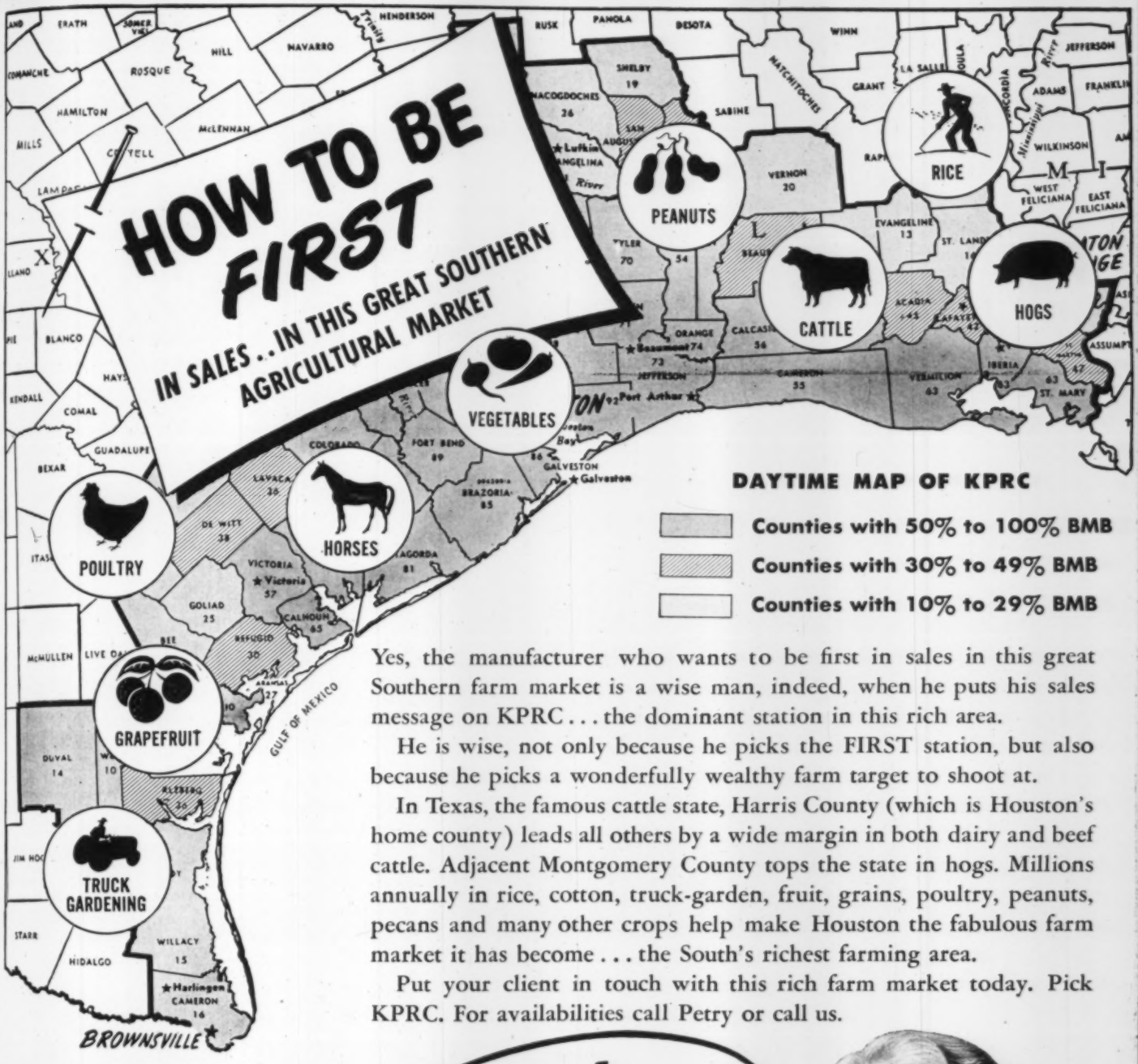
According to Albert J. Fitzgerald, UE general president, a UE survey has shown an 83% rise in the cost of 10 basic foods, "a fact not affected by General Electric's 5% reduction in some products like electric blankets . . . The problem of inflated living costs must be solved by collective bargaining between GE and the other corporations in the electrical manufacturing industry and the UE-CIO which represents their workers."

4-Tube Set $9.95

A FOUR-TUBE RADIO set to sell for $9.95—said to be the first radio at that price since the war—will be on the market by the end of January, according to the manufacturers, the Tele-tone Radio Corp. The firm announced last week at a press conference in New York that the table sets will be in dealers' hands sometime after Jan. 20. Tele-tone also predicted it will have a low-priced television table model on the market soon.

WWRL New York will distribute 2,500 folders of "New York in Winter," published by New York Convention and Visitors Bureau, to listeners and in all outgoing station mail. On folder covers is printed "For A Full Day of Radio Entertainment Tune in WWRL, 1600 kc The High Spot on the Dial."

Showmanship
— in Programming
— in Merchandising
— in Promotion
That's what keeps listeners tuned in —and keeps KDYL advertisers happy!
National Representative
JOHN BLAIR & CO.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION



DAYTIME MAP OF KPRC

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

Yes, the manufacturer who wants to be first in sales in this great Southern farm market is a wise man, indeed, when he puts his sales message on KPRC . . . the dominant station in this rich area.

He is wise, not only because he picks the FIRST station, but also because he picks a wonderfully wealthy farm target to shoot at.

In Texas, the famous cattle state, Harris County (which is Houston's home county) leads all others by a wide margin in both dairy and beef cattle. Adjacent Montgomery County tops the state in hogs. Millions annually in rice, cotton, truck-garden, fruit, grains, poultry, peanuts, pecans and many other crops help make Houston the fabulous farm market it has become . . . the South's richest farming area.

Put your client in touch with this rich farm market today. Pick KPRC. For availabilities call Petry or call us.

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET

Pick KPRC

950 KILOCYCLES
5000 WATTS

HOUSTON

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager

January 2 Decisions . . .

BY THE COMMISSION

Transfer of Control

WCAE & WCAE-FM Pittsburgh—Granted consent to transfer of control over WCAE and WCAE-FM from Pitt Pub. Co. to Hearst Pub. Co.

Filing Date Extended

By authority of Sec. 1.143 of rules and regulations, time by which notices of appearance and briefs and written statements may be filed with reference to Commission hearing on editorialization by broadcast licensees (Docket 8516) to be held March 1, is hereby extended until Feb. 1. No change in date for hearing is made by this notice.

ACTIONS ON MOTIONS

By Commissioner Durr

Hector Reichard, Aguadilla, P.R.—Dismissed as moot petition requesting removal from hearing docket of his application.

Riverside Broadcasting Co., Riverside, Calif.—Granted petition to dismiss without prejudice its application.

Pleasant Valley Broadcasting Co., Oxnard, Calif.—Granted petition for continuance of consolidated hearing now scheduled Jan. 15 to Feb. 6, at Oxnard, Calif., in re Doc. 8189 and 8190.

WSOC Charlotte, N. C.—Granted petition to intervene in proceeding on application of Pure Bred Broadcasting Co.,

Model City Broadcasting Co. Inc., Anniston, Ala.—Granted petition for continuance of hearing now scheduled Jan. 14 to Feb. 13.

Bert Williamson, Martinez, Calif.—Granted petition for leave to amend his application to specify 1330 kc 250 w D in lieu 1340 kc 250 w unl.

Empire Coil Co. Inc., Avon, Conn.—Granted petition for leave to amend its application to specify proposed location of main studio.

Journal-Review, Crawfordsville, Ind.—Granted petition for leave to amend its application to specify 250 w 1340 kc unl. in lieu of 100 w and to specify site to be determined, etc.

Blackhawk Broadcasting Co., Sterling, and WTAX Springfield, Ill.—Granted joint petition requesting continuance of consolidated hearing scheduled Jan. 5-6 at Sterling and Springfield, respectively, and continued same to Jan. 28 at Washington.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing presently scheduled Jan. 8, and continued same to Jan. 27.

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition for leave to amend his application to specify 1450 kc 100 w unl. in lieu 980 kc 250 w unl. and to add program analysis.

Capitol Broadcasting Co., Trenton, N. J.—Granted petition for continuance of consolidated hearing (Docs. 8083 and 8084) to Jan. 23.

KPHO Phoenix, Ariz.—Granted authority to take deposition in proceeding in re Doc. 8580 et al.

Steel City Broadcasting Co., Gary, Ind. Granted petition for leave to amend its application to add revised and supplemental engineering data. Insofar as petition requests removal from hearing docket of said application it is denied.

Rochester Broadcasting Co., Rochester, Minn.—Granted petition for leave to amend its application to specify 500 w-N 1 kw-D 970 kc, in lieu of 1 kw unl. etc.

Shawano County Leader Pub. Co., Shawano, Wis.—Granted petition for leave to amend its application to specify 960 kc 1 kw D in lieu of 550 kc 250 w D, etc. Amendment was accepted and application removed from docket.

The Yankee Network Inc., Boston—Denied petition for leave to intervene in proceeding on applications for Fall River and New Bedford (Doc. 8661-8662).

WTMV E. St. Louis, Ill.—Denied petition requesting Commission to enlarge issues in proceeding in re Dockets 8653 et al.

Turlock Broadcasting Group, Turlock, Calif.—Denied petition requesting that place of hearing now scheduled for Washington, D. C. in re applications in Doc. 7679 et al, be changed to Sacramento and/or Modesto, and/or Turlock.

Commission on Dec. 30, 1947, denied petition of News Syndicate Inc., New York, for postponement of oral argument in re New York FM cases (Docket 6013 et al); and ordered that time for filing briefs in this proceeding be extended to Jan. 9, 1948 (Oral argument scheduled Jan. 12).

ACTIONS OF THE FCC

JANUARY 2 to JANUARY 9

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

January 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WIRL Peoria, Ill.—Mod. CP as mod. which authorized new standard station, for extension of completion date.

WJOB Hammond, Ind.—Mod. CP which authorized install new vertical ant. and mount FM ant. on top of AM tower, make changes in ground system and change name of applicant, for extension of completion date.

Assignment of License

WLBC Muncie, Ind.—Voluntary assignment of license from Donald A. Burton to Tri-City Radio Corp.

License for CP

WLYN Lynn, Mass.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WKMH Dearborn, Mich. — Voluntary assignment of license and CP from Frederick A. Knorr, Harvey R. Hansen and William H. McCoy, d/b as Suburban Bcstrs., co-partnership, to WKMH Inc.

Modification of CP

KYSM Mankato, Minn.—Mod. CP as mod. which authorized changes in vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WKRT Cortland, N. Y.—Mod. CP which authorized new standard station, to change hours from D to unl., change 1 kw to 500 w-N 1 kw-D, install DA-N. Amended re change DA-N and make changes in ground system.

Assignment of License

WMFR High Point, N. C.—Voluntary assignment of license from James E. Lambeth, James E. Lambeth Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth d/b as Radio Station WMFR to Radio Station WMFR Inc.

WMAP Monroe, N. C.—Voluntary assignment of license from J. Ray Shute, Olin B. Sikes and James S. Beaty Jr., d/b as Union Bcstg Co. to Union Bcstg. Corp.

Transfer of Control

WCAE Pittsburgh—Transfer of control of licensee corp. from Pitt Pub. Co. to Hearst Pub. Co. Inc. 10 sh. common stock—100%.

Modification of CP

WBIR Knoxville, Tenn.—Mod. CP as mod. which authorized install new vertical ant. and ground system and change trans. location, for extension of completion date.

KVAI Amarillo, Tex.—Mod. CP as mod. which authorized new standard station, for extension of completion date.

License for CP

KSET El Paso, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KEPO El Paso, Tex.—Mod. CP as mod. which authorized new standard station, for extension of completion date.

AM—1030 kc

KWBU Houston, Tex.—CP to move existing station KWBU from Corpus Christie to Houston. AMENDED to change power on 1030 kc from 50 kw D to 10 kw N 50 kw D, change hours from D to unl., install DA-N, change trans. location.

Assignment of License

KCRS Midland, Tex.—Assignment of license from Millard Eidson, independent executor of estate of Clarence Scharbauer, deceased, to Ruth Scharbauer and Clarence Scharbauer Jr. d/b as Clarence Jr. and Ruth Scharbauer.

KSFA Nacogdoches, Tex.—Voluntary assignment of license from Wilbur C. Fouts tr/as Nacogdoches Bcstg Co. to Nacogdoches Bcstg Co. Inc.

License for CP

KFDX Wichita Falls, Tex.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WCAV, Norfolk, Va.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KONG Alameda, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KPNI Palo Alto, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WGAU-FM Athens, Ga.—Same.

Assignment of License

WMUN Muncie, Ind.—Voluntary assignment of license from Donald A. Burton to Tri-City Radio Corp.

Modification of CP

WMNE Portland, Me.—Mod. CP as mod. which authorized new FM station for extension of completion date.

Assignment of CP

WKMH-FM Dearborn, Mich.—Voluntary assignment of CP from Frederick A. Knorr, Harvey R. Hansen and William H. McCoy d/b as Suburban Bcstrs. (co-partnership) to WKMH Inc.

Modification of CP

WWNY-FM Watertown, N. Y.—Mod. CP as mod. which authorized new FM station for extension of completion date.

Assignment of CP

WMFR-FM High Point, N. C.—Voluntary assignment of CP from James E. Lambeth, James E. Lambeth Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth d/b as Radio Station WMFR to Radio Station WMFR Inc.

Modification of CP

WELD Columbus, Ohio—Mod. CP as mod. which authorized new FM station for extension of completion date.

Transfer of Control

WCAE-FM Pittsburgh—Transfer of control of permittee corp. from Pitt Pub. Co. to Hearst Pub. Co. Inc.

Assignment of License

Donald A. Burton Area of Muncie, Ind.—Voluntary Assignment of license remote pickup WEGS from Donald A. Burton to Tri-City Radio Corp.

Assignment of CP

Radio Station WMFR Inc., Area of High Point, N. C.—Voluntary assignment of CP remote pickup WHPT from James E. Lambeth, James E. Lambeth

A STRATEGIC SPOT
Maybe you're not sure sometimes how to play your radio shots so you won't miss. Down here in this important ONE BIG MARKET . . . THREE KEY CITIES . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM! Has the audience, day and night . . . gets results!
BEAUMONT PORT ARTHUR ORANGE
BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS
REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region**
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
* *Hooper Station Listening index, Fall, 1947 shows WBTM the outstanding favorite, as it has been for 17 years.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

No Ill Winds

PREPARED for just about any emergency is WMFJ Daytona Beach, Fla. Its new $65,000 plant that now houses the facilities is an auxiliary power plant large enough to operate the entire building in case of power failure. Another auxiliary power plant is located at the transmitter, so WMFJ is prepared for any wind that blows. WDBF, the FM station now under construction, will also be housed in the WMFJ Radio Center.

Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth d/b as Radio Station WMFR to Radio Station WMFR Inc.

License Renewal

Balaban & Katz Corp., area of Chicago—License renewal experimental television stations W9XBB W9XPR.

The Pulitzer Pub. Co., area of St. Louis—Same for W10XDW.

TENDERED FOR FILING

Assignment of License

WAIT Chicago—Consent to assignment of license to Gene T. Dyer, Evelyn M. Dyer, Adele Moulds, Louis E. Moulds, and Grace V. McNeill d/b as Radio Station WAIT.

AM—1230 kc

Huntington Bcstg. Inc., Huntington, Ind.—CP new standard station 1230 kc 250 w unl.

AM—1130 kc

KWKH Shreveport, La.—CP install FM ant. on one element of DA.

Assignment of CP

WLOB Claremont, N. H.—Consent to assignment of FM station to WLOB Inc.

Assignment of License

KATL Houston, Tex.—Consent to assignment of license to Texas Bcstrs. Inc.

FCC CORRECTION

AM—980 kc

Snowden Radio Enterprises, Midland, Tex.—Studio location in Dec. 29 report should read Midland, Tex., instead of Midlen, Tex. (980 kc).

January 5 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Durr

Metropolitan Houston Bcstg. Co. Houston, Tex.—Granted petition for continuance of hearing presently scheduled Jan. 9 to Feb. 9.

Crawfordsville Bcstg. Assn. and Journal-Review Crawfordsville, Ind.—Commission continued hearing presently scheduled Jan. 13-14 to Jan. 26-27 at Crawfordsville.

Utah Valley Radio Bcstg. Co., American Fork and Springville Radio Co., Springville, Utah.—Commission continued consolidated hearing presently scheduled Jan. 5-6 at Springville and American Fork, Utah, to Feb. 3-4 at Washington.

Oral J. Wilkinson, Murray, and Weber County Service Co., Ogden, Utah.—Commission continued consolidated hearing presently scheduled Jan. 8-9 at Murray and Ogden, Utah, to Feb. 2-3 at those places, respectively.

KUOA, Siloam Springs, Ark.—Granted in part petition to amend its application to specify 740 kc 5 kw D in lieu 1290 kc 5 kw D 500 w N unl. DA and amendment was accepted.

January 5 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMAZ Macon, Ga.—Mod. CP as mod. which authorized increase power, changes in trans. and install new trans., for extension of completion date.

WTCO Campbellsville, Ky.—Mod. CP which authorized new standard station to make changes in trans. equipment, and for approval of ant. and trans. location.

AM—640 kc

WHKK Akron, Ohio—CP install new trans. also CP install old main trans. at present location of main trans. for aux. with power of 1 kw, DA, 640 kc.

AM—1410 kc

KQV Pittsburgh—CP install old main trans. at present location of main trans. for aux. with 1 kw, 1410 kc.

AM—1230 kc

WNOX Columbia, S. C.—CP install new trans.

Modification of CP

KPAN Canyon, Tex.—Mod. CP as mod. which authorized new standard station to change name of permittee from Marshall Formby and John Blake, partnership d/b as Randall County Bcstg. Co. to Marshall Formby and John Blake, partnership d/b as Hereford Bcstg. Co., change type trans. and change trans. and studio locations.

Modification of CP

KENI Anchorage, Alaska—Mod. CP as mod. which authorized new standard station for extension of completion date.

License for CP

KVON Napa, Calif.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLOF Orlando, Fla.—Mod. CP as mod. which authorized change frequency, increase power, install new trans. and DA and change trans. location, for extension of completion date.

License for CP

WCON Atlanta, Ga.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSAV Savannah, Ga.—Mod. CP as mod. which authorized change frequency, increase power, install new trans. and DA-N and mount FM ant. on AM tower and change trans. location, for extension of completion date.

License for CP

KWEI Weiser, Ida.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KCRG Cedar Rapids, Iowa—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

KTOP Topeka, Kan.—Voluntary assignment of license from T. Hall Collinson and Norville G. Wingate d/b as Collinson-Wingate Bcstg. Co. to T. Hall Collinson tr/as Collinson Bcstg. Co.

License for CP

WVLK Versailles, Ky.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCAL Northfield, Minn.—Mod. CP as mod. which authorized install new trans. for extension of completion date.

License for CP

KFRM Kansas City Mo.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHAM Rochester, N. Y.—Mod. CP as mod. which authorized install new trans. and change trans. location for extension of completion date.

License for CP

WGIV Charlotte, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDNC Durham, N. C.—Mod. CP as mod. which authorized install new trans. and DA-DN, change frequency, increase power and change trans. location and mount FM ant. on AM tower, for extension of completion date.

License for CP

WTRF Bellaire, Ohio—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP

WHBC Canton, Ohio—License to cover CP as mod. which authorized increase power, install new trans., changes in DA-N and change trans. location and install FM ant. on AM tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WTAM Cleveland—Mod. CP as mod. which authorized install FM ant. on top of vertical ant., for extension of commencement and completion dates.

License for CP

WSRS Cleveland Heights, Ohio—License to cover CP as mod. which authorized new standard station.

(Continued on page 67)

'THEY HAVE SEEN THE LIGHT'
JUST A FEW OF THE HUNDRED ODD—SUBSCRIBERS NOW BEING SERVED BY BSB.
KLZ WOC KIUL
WTIC WHO WCSH WMBG
WIOD WDAF KFAB KHON
WLS WTAG KTRH WPTF
WBT WESC WWJ WCKY
WGBF KLX WGAD WSYR
KSTP WTMJ KHQ
WCON WAPA
F. C. C. RULES
Broadcast Service Bureau

FCC RULES AND AMENDMENTS

FIRST to offer a COMPLETE service of ALL the FCC RULES & AMENDMENTS governing commercial broadcasting—kept RIGHT up to date. Get this "Broadcasters' Bible" now, including Parts 1, 2, 3, 4, 5, and 13 of the Rules, cross—indexed and The Standards of Good Engineering Practice. Subscription one year $60—including two volumes (in sturdy looseleaf binders) and all amendments. Rules alone $45. Standards alone $25. Write, phone, wire—or mail coupon below.

Broadcast Service Bureau

1426 K STREET, N. W. WASHINGTON 5, D. C.

Gentlemen: Yes, you may send me a year's subscription to your FCC Rules and Amendment Service. I understand this includes the two binders, complete with all rules, amendments and standards, up to date. I will also receive during the year all amendments as quickly as they are released.

Firm.....

Address.....

$60.00 Enclosed ☐ Please bill ☐

Signed.....

ONE GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

ENGLISH — Entire English Speaking Population

YIDDISH — 2,350,000 Jewish Speaking Persons

GERMAN — 1,236,000 German Speaking Persons

ITALIAN — 2,103,737 Italian Speaking Persons

WBNX

000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

PRODUCTION

HAZEL KENYON MARKEL, director of education and community service at WTOP Washington, has been named acting program manager, as **RICHARD LINKROUM**, former program manager, moves to post of sales manager of that station. Mrs. Markel joined WTOP in November 1945, after 39 months as director of network radio in Women's Reserve of U. S. Navy. Before the war, she was with KBPS Portland, Ore., and KIRO Seattle.

ROSS E. GORDON, formerly with KMOX St. Louis, has joined WVJS Owensboro, Ky., as production manager. While with KMOX, Mr. Gordon did announcing and sports broadcasting.

TOMMY BRITTON and **BILL CRUTCHLEY** have joined announcing staff of WIS Columbia, S. C.

Mr. Gordon

MARJORIE BELL, continuity writer at KGVO Missoula, Mont., has resigned to join her husband who is stationed with the AAF at Bergstrom Field, Austin, Tex.

FRANK HARDEN, program director of WIS Columbia, S. C., was one of two men selected by Columbia Junior Chamber of Commerce as "Young Man of the Year."

KEVIN B. SWEENEY has been appointed general manager of CBS Housewives Protective League Div., under **FLETCHER WILEY**, its general manager who sold HPL to CBS. Mr. Sweeney, previously assistant to Mr. Wiley, will make his headquarters at CBS Hollywood and travel extensively to coordinate operation of HPL programs now broadcast in New York, Chicago, Washington, Minneapolis, St. Louis, San Francisco and Hollywood.

BEE NELSON, formerly with KGBU Ketchikan, and KINY Juneau, Alaska, has been appointed women's program director of WSKI Montpelier-Barre, Vt. She will conduct her own participation program on WSKI in addition to handling other women's broadcasts.

Mr. Lawrence is a veteran of RCAF and also has done freelance acting and announcing.

BOB HOWARD, formerly with WHA Madison, Wis., has joined announcing staff of WIBA Madison.

LOIS GIBSON, former news re-writer with WKBN Youngstown, Ohio, has been appointed director of continuity at WHIC Dayton. **JOHN WALLACE**, formerly with WMOH Hamilton, Ohio, has joined WHIO announcing staff, and **ADELE UNVERCERTH**, continuity writer, has resigned to be married. **WINNIE FIEDLER** has replaced her in continuity department.

JOY PUTNAM, script editor at WTAG Worcester, Mass., and Leonard Young are to be married Feb. 14.

JIMMY DURANTE, star of his own NBC show, is recovering from surgery at Hollywood Presbyterian Hospital. During his convalescing, other NBC stars are filling in on his show.

BILL DUNN, announcer at WKBN Youngstown, Ohio, has been appointed music director of that station.

FRED MANESS, formerly of KMOX St. Louis, has joined announcing staff of WCAU Philadelphia.

LEO K. UNDERHILL has been appointed program director and chief announcer of WPTW Piqua, Ohio, new daytime AM station which began operations Dec. 7.

JACK DOWNEY, nephew of **MORTON DOWNEY**, singer, has joined announcing staff of WONS Hartford, Conn. In addition to announcing chores, he will sing on WONS "String Ensemble" show.

GENEVIEVE RYAN, secretary to **DR. LEON LEVY**, president and general manager of WCAU Philadelphia, has resigned to retire to private life. She is the wife of **ALEXANDER DANNENBAUM Jr.**, sales manager of WPEN Philadelphia.

DICK GOGGIN, formerly with ABC New York television staff, and with CBS New York before the war, has returned to U. S. following six months in England, France, Switzerland and Italy where he studied television and AM radio programming operations and administrations. He has not announced his future plans.

GEORGE MARAS, staff musician at KVOO Tulsa, Okla., is the father of a boy, Bobby Jack, born Dec. 20.

DICK LARKIN, Chicago singer and recent member of Clyde McCoy's orchestra, has joined WIND Chicago. He is heard daily, Mon.-Fri., on two programs.

EASTER STRAKER, assistant program director of WIND Chicago, has resigned to accept position of promotion manager for **EDDIE HUBBARD** and the "ABC Club," succeeding **BOB TUNNISON**, who is leaving the radio field for fabric-designing.

DAVID JACOBS, formerly with WORK York, Pa., and **NORMAN MESSER**, formerly with WHOB Gardner, Mass., have joined announcing staff of WKXL Concord, N. H.

ALICE LANE, women's director of WWDC Washington, has resigned to join WOOK Silver Spring, Md., as director of women's affairs effective Jan. 19.

DOROTHY WINTERS has joined program department of WCAU Philadelphia, replacing **MIRIAM DIEBOLD**, who resigned recently to be married.

JOHN TRENT, formerly CBS New England director of Housewives' Protective League programs, was named director of same programs begun Jan. 5 on WCCO Minneapolis.

TOM DUGGAN has been elevated to chief announcer of KEEN San Jose, Calif. **GORDON VALLANDIGHAM** has joined station as announcer.

CAL SHRUM, Western film actor and recording artist, has joined KEEN San Jose, Calif., as disc. m.c.

PAUL LAVALLE, director, and the Cities Service Ensemble on "Highways in Melody," on NBC, will be awarded citation for finest radio interpretation of motion picture music by Movieland and Screen Guide magazines on Jan. 16 broadcast.

DON RUSTICI, disc m.c. at WSTC Stamford, Conn., is the father of a girl. The young Miss Rustici was born at the local hospital during the recent blizzard and after a most difficult trip from the Rustici's home. Mr. and Mrs. Rustici started for the hospital in their car, stuck in a snow bank, and finished the trip via the local snow plow.

EX-G.I.s at WWRL New York recall Army days as they are presented with World War II Victory Medals. Capt. Matthew Bronisz, recruiting officer for Long Island City, N. Y. area, pins a medal on Program Director Fred Barr. Awaiting their turn are (l to r) Vincent Losgar, chief operator; Calvin Peters, operator; Johnny Lotas, announcer; Tom Delaney, sales staff; Johnny Harper, announcer; Selvin Donneson, sales staff; and Walter Kaner, publicity director.

JIM WALKER, formerly with KCBC Des Moines, has been named continuity director of KUTA Salt Lake City. **WOODY HIRSCH**, also formerly with KCBC, and **WARREN FLETCHER**, formerly with KSL Salt Lake City, have joined KUTA announcing staff. **VAN WELCH**, previously with KDYL Salt Lake City, has joined KUTA as organist and transcription engineer, and **GEORGE ROSS** has been added to station's continuity staff.

RICHARD MORENUS, veteran of 25 years in radio, has joined WDBC Escanaba, Mich. He started in radio in 1924 at WOWO-WGL Fort Wayne. He later operated his own radio advertising agency in Chicago for six years, going from there to script department of NBC New York. For past several years Mr. Morenus has been freelancing, writing for many well known network shows.

HAL LAWRENCE, formerly with WFDF Flint, Mich., has joined announcing staff of WTOP Washington. He previously had been with WINS New York, CKGB Timmins, Ont., CKLW Detroit-Windsor and WCKY Cincinnati.

HAWAII'S FIRST STATION

KGU

NBC IN THE PACIFIC SINCE 1931

HONOLULU

Affiliated with THE HONOLULU ADVERTISER • *Represented by* THE KATZ AGENCY, INC.

FCC Actions

(Continued from page 65)

Applications Cont.:

KVLH Pauls Valley, Okla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WAVL Apollo, Pa.—License to cover CP which authorized new standard station.

WNAF Providence, R. I.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Transfer of Control

WETB Johnson City, Tenn.—Voluntary transfer of control of licensee corporation from Carl A. Jones Jr., H. L. Jones and Mrs. Dorothy J. Clark to Press Inc.

AM—910 kc

Christian Bcstg. Assn. Honolulu, T. H.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 910 kc, 250 w to 1 kw; change type trans. location.

License for CP

KCSU Provo, Utah—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WAYB Waynesboro, Va.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WEAU Eau Claire, Wis.—Mod. CP which authorized increase power and make changes in DA-N for extension of completion date.

Modification of CP

WGAY-FM Silver Spring, Md.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WFNS-FM Burlington, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—107.3 mc

Indiana Broadcast Inc. Indiana, Pa.—CP new FM station (Class B) on Channel 297 107.3 mc, ERP 4.57 kw.

Modification of CP

WDOD-FM Chattanooga, Tenn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

Remote Pickup

E. D. Rivers Valdosta, Ga.—CP new remote pickup station on 30.82, 33.74, 35.82, 37.98 mc, power 15 w Emission A3 and hours in accordance with Secs. 4.431, 4.403. Also CP new remote pickup station on 1622, 2058, 2150, 2790 kc, power 15 w, Emission A3 and hours in accordance with Secs. 4.431 4.403.

TV—60-66 mc

Balboa Radio Corp. San Diego, Calif.—CP new commercial television station on Channel 6, 82-88 mc, vis. 5 kw 2.5 kw unl. AMENDED to change frequency to Channel 3 60-66 mc, make ant. changes and CP change ERP to vis. 18 kw aur. 9.5 kw.

TV—210-216 mc

Matheson Radio Co. Inc. Boston—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 29 kw aur. 15 kw unl.

TV—186-192 mc

E. Anthony & Sons, Inc. Boston—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 26.1 kw, aur. 14 kw unl.

TV—76-82 mc

WJR The Goodwill Station, Inc. Detroit, Mich.—CP new commercial television station Channel 5, 76-82 mc, ERP vis. 17.8 kw, aur. 17.8 kw and unl. AMENDED to change aur. ERP to 8.9 kw.

Modification of CP

WTCN-TV Minneapolis—Mod. CP as mod. which authorized new commercial television station, for extension of completion date.

TV—66-72 mc

The Kansas City Star Co. Kansas City, Mo.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 16.9 kw, aur. 13.9 kw and unl.

Modification of CP

WPIX New York—Mod. CP which authorized new commercial television station, for extension of completion date.

WOR-TV New York—Mod. CP which authorized new commercial television station, for extension of commencement and completion date.

TV—54-60 mc

WJW Inc. Cleveland—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 14.3 kw, aur. 7.525 kw unl.

TV—174-180 mc

The WGAR Bcstg. Co. Cleveland—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 11 kw, aur. 12 kw unl. AMENDED to change aur. ERP to 6.58 kw.

TV—54-60 mc

W. Albert Lee, Houston, Tex.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 13.5 kw, aur. 7.1 kw unl. AMENDED to move trans. make ant. changes and increase ERP to vis. 16.0 kw aur. 8.46 kw.

AMENDMENT RETURNED

AM—1520 kc

Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard station 1520 kc 250 w D. AMENDED to change power from 250 w D to 500 w-N 1 kw-D, hours from D to unl.; change type trans. Install DA. AMENDMENT returned 12-29-47.

APPLICATION RETURNED

Assignment of License

KBMY Billings Bcstg. Co. Billings, Mont.—Assignment of license from Don C. Foote, John W. Foote, Robert E. Mulvaney, Willard Mulvaney, Horace S. Davis and Rockwood Brown, d/b as Billings Bcstg. Co. to Billings Bcstg. Co.

License for CP

WTHI, Terre Haute, Ind.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TENDERED FOR FILING

AM—1540 kc.

The Community Bcstg. Co. Inc., Parsons, Kan.—CP new standard station 1540 kc 250 w D.

AM—610 kc

WBRK Pittsfield, Mass.—CP to change from 1340 to 610 kc, 250 w to 1 kw, install new trans. and change trans. location, and install DA-DN.

AM—1470 kc

The Toledo Blade Co. Toledo, Ohio—CP new standard station 1470 kc 1 kw unl. DA.

AM—1490 kc

Bruce Johnson Co. Anderson, S. C.—CP new standard station 1490 kc 250 w unl. (Contingent on WMRC change in facilites).

AM—610 kc

United Nations Bcstg. Corp., San Fernando, Calif.—CP new standard station 610 kc, 500 w D.

January 7 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—620 kc

Announced decision and order denying as in default application of Triangle Bcstg. Assoc. Inc. for new station Hackensack, N. J., 620 kc 250 w unl. (Comr. Jett not participating).

ACTIONS ON MOTIONS
(By Commissioner Durr)

Rochester Bcstg. Co., Rochester, Minn.—Ordered that hearing scheduled for Jan. 9 be continued to Jan. 27 at Washington.

WGBF Evansville, Ind.—Granted petition for leave to amend its application to show revised DA pattern, on cond. that petitioner file with Commission by 10 a.m. Jan. 7, qualified engineering statement with respect to population contained in service area of station proposed, etc., and amendment with engineering exhibit attached filed with petition, was accepted conditionally.

BY THE SECRETARY

WCSH Portland, Me.—Granted license covering changes in DA to specify directional operation for N only.

KNAF Fredericksburg, Tex.—Granted license for new station 1340 kc 250 w unl.

KVER Albuquerque, N. M.—Granted license for new station 1490 kc 250 w unl. and for change in studio location.

WASK Lafayette, Ind.—Granted license covering installation of new vertical ant. and change trans. location.

WGN Chicago—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WEVE Eveleth, Minn.—Granted mod. CP to change type vertical ant. and change type trans.

WIBS Santurce, P. R.—Granted license for new station 740 kc 10 kw DA unl.

WWNE North Adams, Mass.—Granted license for new station 1230 kc 100 w unl.

WJPD Ishpeming, Mich.—Granted license for new station 1240 kc 250 w unl.

WCEC Rock Mount, N. C.—Granted license for new station 810 kc 1 kw D.

Philco Television Bcstg. Corp., area Philadelphia and New York—Granted license covering change in facilities in exp. tele. station W10XQC.

KLAC-TV Los Angeles—Granted assignment of CP for new television station from Dorothy S. Thackrey to KMTR Radio Corp.

WSAN Allentown, Pa.—Granted license for increase in power to 5 kw, install new trans. and DA-N.

Allen B. DuMont Labs. Inc., New York—Granted mod. exp. television license W2XWV to change location, and aur power to 2.5 kw with mod. equipment, and make changes in ant. system. Also granted mod. license for exp. television station W10XKT to change frequency to 500-900 mc, to change type equipment and change maximum power to vis and aur 1 kw. Also granted license covering changes in facilities of commercial television station WABD.

WEBJ Brewton, Ala.—Granted voluntary assignment of license from Wm. E. Brooks to William E. Brooks and William E. Brooks Jr., partnership d/b as Brewton Bcstg. Co.

WHTC Holland, Mich.—Granted mod. CP for approval of ant. and trans.

KXLL Missoula, Mont.—Granted mod. CP to make changes in vertical ant. and change trans. and studio locations.

WTWA Thomson, Ga.—Granted mod. CP for approval of ant., trans. and studio locations.

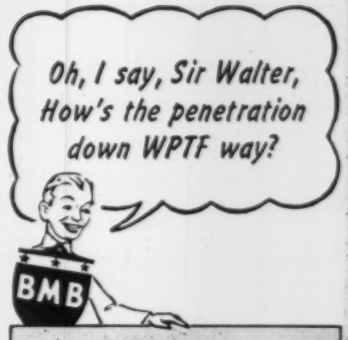
WAEL Mayaguez, P. R.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and specify studio location.

WLBC Muncie, Ind.—Granted voluntary assignment of license from Donald A. Burton to Tri-City Radio Corp.

KCRS Midland, Tex.—Granted assignment of license to Ruth Scharbauer and Clarence Scharbauer Jr., d/b as Clarence Jr. and Ruth Scharbauer.

KWBW Hutchinson, Kan.—Granted involuntary assignment of license from William Wyse, Stanley Marsh, deceased, and Bess Wyse d/b as The Nation's Center Bcstg. Co., to William Wyse and Bess Wyse, partnership d/b as Radio Station KWBW.

(Continued on page 86)


Oh, I say, Sir Walter, How's the penetration down WPTF way?
BMB
Here are your figures, Mr. BMB. More proof that WPTF is the No. 1 Salesman in North Carolina, the South's No. 1 State.

WPTF's BMB AUDIENCE

457,840 FAMILIES

% BMB Penetration	Day-time Audience Families
90-100%	180,280
80-100%	288,830
70-100%	303,080
60-100%	319,030
50-100%	368,510
40-100%	398,030
30-100%	411,850
20-100%	442,390
10-100%	457,840

★ **WPTF's** Audience Reprint containing Complete BMB audience information by Counties and measured Cities available upon request.

WPTF

680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

FREE & PETERS National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ

YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

Our ideas sure are getting around! Recently a 15-minute segment of a popular spot participation show included 3 Al Buffington Co. minute productions. That's almost a record in itself . . . an indication that we're fast earning a national reputation! We can do a job for you, too—just tell us about your product and your problem and let us submit a plan (Petrillo notwithstanding—we have ideas). You'll be surprised how easily our fees fit into your budget!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS
"QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.

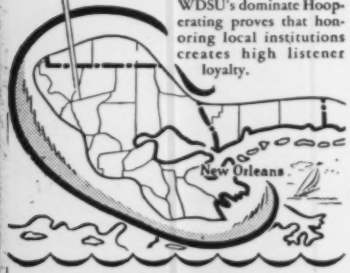
The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

TALK to the SOUTH'S EAR ZONE through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

FIRE AIRED VIA TV

And Producer Harvey Marlowe Reaps a Profit, Too

REAPING a profit from disaster in what is probably the fastest video fire sale yet rung up, Harvey Marlowe, independent television producer, on Jan. 2 produced a ten-minute film of a five-alarm fire which occurred earlier that day in New York and had it on the air, sponsored, at 7:30 that evening.

Mr. Marlowe was enjoying a leisurely morning-after-New Year's breakfast listening to the 9 o'clock news when he suddenly realized that his office was in the midst of the midtown Manhattan fire the newscaster was then describing. A half-hour later, having passed through the fire lines through use of an ABC press pass—he was formerly video producer for that network—he had summoned a camera crew, arranged for time on WABD New York and sold the program to U. S. Rubber Co.

By 10:30 the cameras were clicking, with some of the best shots made from the windows of the Marlowe offices.

N. Y. Record Firms Razed by Flames

International, Capitol Among Companies Hardest Hit

AN ESTIMATED half-million dollars worth of recordings were lost when a six-alarm fire destroyed the International Recording Studios at 1780 Broadway in New York and other buildings in the vicinity on Jan. 2 the firm announced last week.

Damage to the office and studio equipment was figured at approximately $75,000. This was in addition to the loss suffered by several small recording companies having programs in the studio. International said it was producing a series of shows on displaced persons for the Citizens Committee, and also programs for the North American Service of French Broadcasting.

Among the recording companies suffering losses in the fire were Banner, Bullet, Mannor, Orpheus, King, Crystal, Crown and Kermit-Raymond. Kermit-Raymond said that 32 recorded shows in the *At Home with Faye and Elliot Roosevelt* series were lost, involving more than $30,000. International's temporary location is at 509 Madison Ave., New York.

Capitol Damage

The entire stock of the New York distributing branch for Capitol Records Inc. was lost. The branch was located at 225 W. 57th St.

Approximately $100,000 worth of records, phonographs and other accessories were completely destroyed, including thousands of single records and albums. Capitol said, however, that the stock did not include last minute recordings made prior to the ban effective at midnight, Dec. 31.

All business files and personnel were rushed out of the offices and routed to the Brooklyn distributing branch, where business "continued as usual." Distribution made from the New York branch, which covered the entire metropolitan area and extended up to Albany, will now be made from the Brooklyn branch temporarily, if not permanently, Capitol announced.

TECHNICAL

DANE LEE ULRICH, engineer at WILX North Wilkesboro, N. C., has been appointed chief engineer of that station. Announcement of appointment was made to Mr. Ulrich immediately following his marriage to Alma Dennis, Dec. 27.

ROBERT WOODS, former engineer with NBC San Francisco, has joined KGO San Francisco, temporarily, during absence of **JOHN McDONNELL,** who is in New York as acting president of NABET.

JAMES SKIDMORE, Army veteran, has joined engineering staff of KUTA Salt Lake City.

EDWARD FAUBEL has been named assistant chief engineer of WSTC and WSTC-FM Stamford, Conn.

DAVID H. CHESTNUT, formerly with RCA Communications at Tangiers, North Africa, has joined KBOW Butte, Mont., as technician.

BILL WRIGHT and **PAUL MULLEN** have joined engineering staff of WGVA Geneva, N. Y.

PAT SIMPSON, ABC New York engineer, is convalescing at Physicians Hospital, Jackson Heights, N. Y., from a leg fracture sustained in a fall on an icy sidewalk Christmas Eve.

Four Million Population of Republic Of Haiti Served by Only Six Outlets

By DR. VICTOR J. ANDREW

DR. VICTOR J. ANDREW of Andrew Co., Chicago, while attending engineering conferences in Havana took time to travel to other parts of the West Indies, observing broadcast conditions in the various countries. In this report, the first of a series, Mr. Andrews tells of Haiti.

HAITI is a republic in the West Indies with a population of about four million. The legal and economic pattern of broadcasting has followed that in the United States and Cuba.

About six separate stations are operating, with power varying from 100 to 1,000 w. Some have both low frequency (standard band) and high frequency (international band) transmitters. Listener preference seems evenly divided between the two bands. The high frequencies are used primarily as a means of reaching their people 100 to 200 miles from the station, and to avoid the heavy static present on lower frequencies.

There is also some interest in the international good-will that may result from the station being heard in other countries. Haiti, like some other countries, is approaching a turning point where the government must decide between encouraging broadcast development on the standard band or on the high frequencies.

A leading station claims a gross income of only $600 per month. There is some income from U. S. timebuyers. One station is a CBS affiliate, relaying programs from the CBS international transmitter.

Broadcast stations pay an annual license fee of $40 per transmitter. Receivers also pay a tax of 20c per year for each tube. There are about 8000 receivers in the nation.

Reception on the standard band from United States and Cuba is fairly good when static is not excessive. Shortwave reception is about the same as elsewhere, subject to fading, but relatively free from static. Cuban stations are popular because their kind of music appeals to the Haitians. French is the national language, but English is very popular with people in all classes. The economic and cultural orientation of the country has turned emphatically toward the United States in the last ten years.

CBC Take-Off

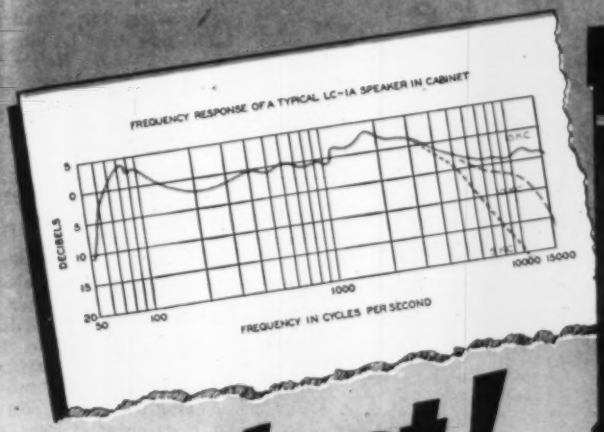
A TAKE-OFF on the Parliamentary Radio Committee hearings of 1947 was featured in the CBC Wednesday evening program Dec. 31, *Thin Ice of 1947*. Exaggerated dramatizations of how private stations saw CBC operations, and CBC saw private station commercials were featured in the year-end review of Canadian happenings. Ultimate co-operation of CBC Wednesday evening cultural programs tied in with sponsored programs and featured the commercial in Shakesperean style.

IT CAN HAPPEN HERE

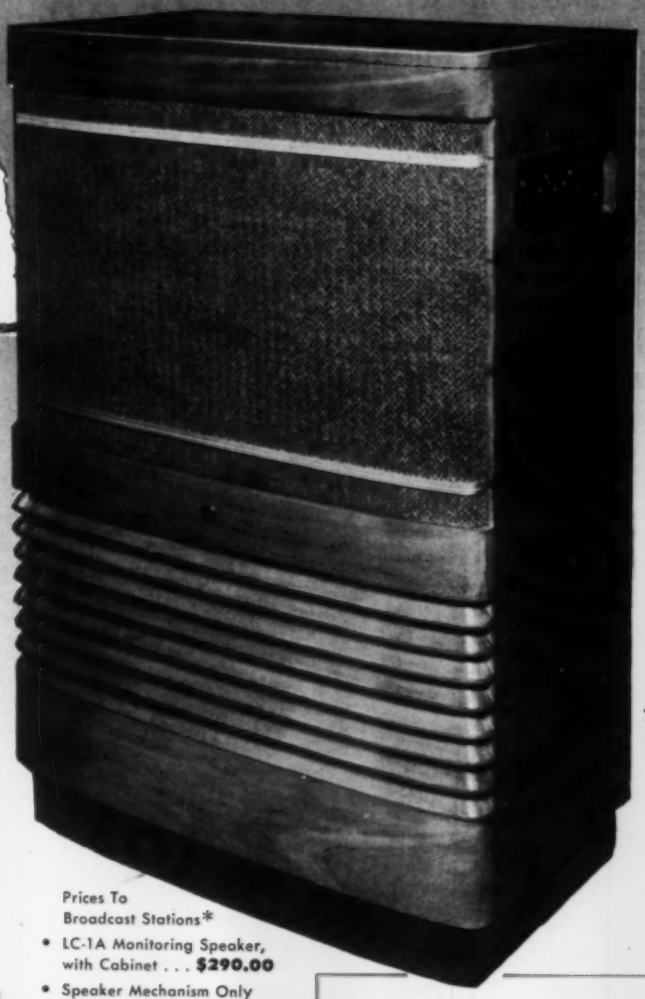
WAIR is capable of producing sales in double-quick time and in unbelievably profitable volume. The sales "magic" you've dreamed about all of your life may rest above the doted line of a WAIR contract.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company



At last!
True FM response



FOR CONTROL ROOMS . . . OFFICE . . .
AND HOME MONITORING

. . . with the new RCA LC-1A Duo-Cone Speaker

Prices To Broadcast Stations*

- LC-1A Monitoring Speaker, with Cabinet . . . **$290.00**
- Speaker Mechanism Only (Type MI-11411) . . . **$90.00**

The RCA LC-1A speaker is expressly designed for monitoring FM programs and high-fidelity recordings in broadcast stations. Its response is exceptionally free from distortion—over the full FM range. Read these highlights:

Uniform response, 50 to 15,000 cycles. Audio measurements prove RCA's new speaker free from resonant peaks, harmonic and transient distortion . . . *at all usable volume levels.*

120 degrees radiation at 15,000 cycles! The LC-1A is unique in its ability to project a wide cone of radiation through a constant angle of 120 degrees. And frequency response is uniform throughout! Advantages: It eliminates the familiar sharp peak of high-frequency response usually present in other systems. And exact location of the LC-1A in control or listening rooms *is not critical.*

Remarkably smooth crossover-response. Both cones are mounted on the same axis and have the same flare angle to place their surfaces in line. Thus the possibility of undesirable interference between H-F and L-F units over the crossover range is eliminated.

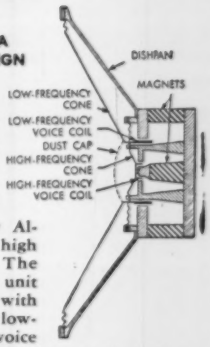
Controlled "roll-off" at 5 and 10 kc. Because of the LC-1A's exceptional high-frequency response, the surface noise and high-frequency distortion present in many recordings is accentuated. Therefore, a panel-mounted switch is provided to control and restrict the LC-1A's high-frequency range for this type of program material (see response curve).

Two fine bass-reflex cabinets (optional) are designed to match the LC-1A speaker. One is finished in the familiar RCA two-tone gray or dark walnut. The other . . . in primavera (light mahogany tone), is suitable for executive offices and modern surroundings.

For data and further details on the LC-1A speaker . . . now in production, write Dept. 19-A.

* Effective, Jan. 1948

DETAILS OF RCA DUO-CONE DESIGN



Two individually actuated cones are mounted on the same axis and flare angle, with a specially designed heavy Alnico magnet of high flux density. The high-frequency unit is a 2½" cone with an exceptionally low-mass aluminum voice coil. This cone follows out the shallow angle of the larger cone to radiate a pattern at full power over an area of 120 degrees at 15,000 cycles! The low-frequency unit has a massive 15" diaphragm with a high-mass voice coil of large diameter. Its resonant frequency, only 35 cycles . . . with true bass response at all volume levels.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Leo Burnett Reaffirms Aims of Chicago Agency

EDITOR, BROADCASTING:

... BROADCASTING's feature story on our agency was a ... very intelligent job.

I am getting a lot of nice comments from this story, including some from quarters I would never suspect reading your magazine. We will never be the biggest radio agency in the country, but we certainly hope to be one of the best.

Leo Burnett
Leo Burnett Co., Inc.
Chicago 1, Ill.

* * *

Present All Facts In Edits—Godofsky

EDITOR, BROADCASTING:

If radio is to have the freedom to editorialize, then it must acknowledge an obligation of honor to provide the opportunity to those who have views differing from those expressed in a radio editorial.

That's a basic embodiment which permeates the fabric of radio's right to express opinion and comment.

Therefore, I am amazed to learn from BROADCASTING'S eighth TRENDS survey that 29% of the station managers who believe radio should have the right to editorialize are opposed to the presentation of views differing from the stations' editorial.

The people have equal right to criticize and to advocate and they have the right to do it on the stations' facilities. To deny them that right is to deny radio is a responsible medium of communications.

I am looking forward to freedom to editorialize as a great opportunity for our stations to stimulate most effectively local thought and action by furnishing leadership and assuming grave responsibility through encouragement of maximum opportunity for expression of every significant view in favor of, in opposition to, or in modification of the stations' viewpoint.

As a sincere, useful and fair community service enterprise, our stations do not want the right to editorialize to give us the right to limit debate and thought. We want the right to comment and to advocate in order to increase debate and thought.

We believe in the American doctrine of presenting all the facts, all significant views and abiding by the conclusions of the people.

Let's not look at the freedom to editorialize as an added freedom to serve the selfish or private interests of the few. Those interests are served altogether too well now by some "commentators" and editorial writers. Let's give every important point of view an airing. Then, and only then, will radio have achieved a genuine right to call itself a "free radio."

Elias I. Godofsky
President, WHLI-WHNY
Hempstead, L. I., N. Y.

* * *

Gives Proof Positive Of First Bowl Telecast

EDITOR, BROADCASTING:

Remember the KDKA and WWJ long-standing argument as to which was the first AM station on the air?

When the years roll around people will probably start talking about which was the first station to televise a Bowl game. We would like to clear this up from the start.

WDSU, working with ABC and RCA, televised the Sugar Bowl game at 1:15 p.m. (CST) Jan. 1, 1948. The telecast was viewed by 1,000 people during the game at the Monteleone Hotel in New Orleans. This was the first Bowl game to be viewed by television as it was being played.

The Sugar Bowl Boxing Match on Dec. 29 and Sugar Bowl Basketball on Dec. 30 were also televised by WDSU, RCA and ABC.

We know you will want these facts for your records.

Fred Weber
General Manager
WDSU New Orleans, La.

* * *

'Dead Cat' Not Music, But BMI Filled Request

EDITOR, BROADCASTING:

Could Fred Fletcher, the manager of WRAL Raleigh, N. C., really have been serious about securing that record of "There Is a Dead Cat on the Line."

Fletcher recently chided Ken Sparnon, BMI's station relations representative, in your columns for failing to locate the record. Fletcher apparently thought his request for a disc long out of circulation and one which would be impossible to find would stump us.

Ken Sparnon was not "bragging" when he stated that BMI makes every effort to secure difficult-to-get records for broadcasters. It's part of BMI service.

Fletcher's request was filled by BMI after a great deal of searching. "Dead Cat on the Line" is not music, but a sermon by the Rev. J. M. Gates on a theme that could not possibly be broadcast. We still wonder what Mr. Fletcher intends doing with "Dead Cat on the Line" now that he has it.

Hy Reiter
Publicity Director
Broadcast Music Inc.

Editor's Note: Mr. Fletcher's letter appeared in the Dec. 8 issue of BROADCASTING.

* * *

Blotted Call Letter Causes Confusion

EDITOR, BROADCASTING:

We have been stabbed by the missing part of a letter "o." In the list of FCC Actions in both the *NAB Report* of Dec. 15 and the current issue of BROADCASTING, the action attendant to our change of ownership from a sole ownership to a corporation was erroneously listed. Somebody left out a part of an "o" in the listing of the WJMO Broadcasting Co. and, to the casual observer, it looks as though we are applying to transfer our license from W. J. Marshall to the WJMC Broadcasting Co., which is in Rice Lake, Wis.

I ... thought nothing of it until not only some of our competitors but a number of our advertisers called up wanting to know how soon the station would be moved out of town. Our advertisers called with some trepidation, I'm happy to say.

Apparently, since both periodicals listed it the same, it must have come over from the FCC in that manner.

Dave Baylor
Vice President and General Manager,
WJMO Cleveland.

* * *

Further Tribute To Gen. Surles

EDITOR, BROADCASTING:

I have ... read the splendid editorial in a recent issue of BROAD-

(Continued on page 90)

PUSH BMI—MOSBY

KGVO President Urges Daily 'Plugs' for BMI Tunes

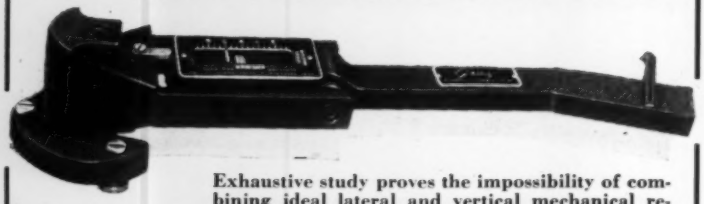
VALUE of getting in a good word for BMI every day is stressed in a circular letter to broadcasters from A. J. Mosby, president of KGVO Missoula, Mont.

"On our own local programs we affiliates and independents can do some BMI plugging that over the years will build up BMI preference among our listeners," the letter states. It then makes this specific suggestion:

"If each disc jockey would each day plug just one extra BMI tune (from the top 10's of the present and past years) we could build up a listener demand for our own music to the extent that the industry would never have to worry about the terms of the next musical contracts. Just a little concerted effort on our part will place music popularity in our basket instead of the other fellows'."

For the Finest Lateral Reproduction

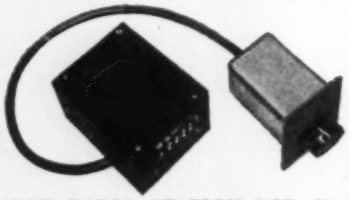
The GRAY TRANSCRIPTION ARM



Featherweight magnesium frictionless motion, adjustable stylus pressure, self-leveling base.

Exhaustive study proves the impossibility of combining ideal lateral and vertical mechanical requirements into one arm. The Gray Transcription Arm, designed for finest lateral reproduction, accommodates all modern cartridges—General Electric, Pickering, etc.—has been adopted as standard equipment by national radio networks including CBS, ABC and numerous independent radio stations. Arm less cartridge $35.00

Gray Equalizer for G. E. Cartridge



FOR RADIO STATION USE. No. 601, 4-position Equalizer (Flat, N.A.B., etc., etc.) expertly engineered for use with the G.E. Variable Reluctance Cartridge. Matches pick-up to microphone channel.

Adopted by radio networks. Complete $42.50.

Diamond G. E. Cartridges!

At last a permanent solution to the quality pick-up problem. We can now supply a Selected G. E. Cartridge with finest quality Diamond Stylus for mounting in the Gray Transcription Arm. The practically unlimited life of the Diamond Stylus makes it an exceptionally economical investment at $25.45 net to radio stations.

GRAY RESEARCH & DEVELOPMENT CO.

ELMSFORD • WESTCHESTER COUNTY • NEW YORK

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Ride'em without Rumble!

—on a turntable free of vibration

The pounding of hooves may be sweet music to the ears of a race jockey. But to a disc jockey—whose program's success depends upon the undistorted high fidelity of his transcriptions—any extraneous mechanical noise leaves his listeners at the starting post. They just won't ride with him!

Fairchild engineers have succeeded in eliminating the last bit of extraneous mechanical noise – in the newly redesigned Unit 524 Transcription Turntable. Turntable noise, rumble and vibration are non-existent because of the unique method of mounting the drive – at the bottom of the cabinet . . . the use of a specially designed rubber coupling to connect the drive and synchronous motor which are spring-mounted and precision-aligned in a single heavy casting . . . the use of sound-stopping mechanical filters on the hollow drive shaft to reduce the transmission of vibration from the drive mechanism to the turntable . . . and the use of a heavy, webbed cast aluminum turntable mount at the top of the cabinet.

In addition to freedom from rumble, Fairchild offers you a wider frequency range and lower distortion content with its Unit 542 Lateral Dynamic Pickup, with a stylus mounting that allows the tip to follow the minute indentations engraved in the groove from 30 to 10,000 cycles and beyond, with a minimum of distortion. Want more details about sound equipment that really keeps the original sound alive? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

Transcription Turntables
Studio Recorders
Magnetic Cutterheads
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifiers

AM FM

SOUND EQUIPMENT

Fairchild CAMERA AND INSTRUMENT CORPORATION

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.

Bank Co-op Shows Advocated

'Banking' Article Shows Advantages of Such Advertising

THE DESIRABILITY of network cooperative radio programs as a vehicle for bank advertising is emphasized in an article by John B. Mack Jr. in the December issue of the American Bankers Assn.'s *Banking* magazine.

Mr. Mack, deputy manager of ABA, manager of its Advertising Dept. and director of the Public Relations Council, points out that "at present, 97 commercial and mutual savings banks are sponsoring cooperative broadcasts and the number is growing steadily." Altogether, he notes, about 2,000 banks were found in a 1946 ABA survey to be using radio, "mainly spot announcements."

Reviewing the practices and procedures of cooperative broadcasting Mr. Mack notes "several advantages to banks":

"The local bank sponsor gets full and exclusive *local* benefit of the high-priced talent, but pays only a fraction of the talent cost. . . .

Talent Important

"National nature of program and national reputation of talent, such as H. V. Kaltenborn, Elmer Davis, Bill Henry or Kate Smith, give the broadcast high recognition and remembrance values. The bank sponsor gets the advantages of national publicity and advertising of the show and its talent. Every network provides high-quality promotional material. . . . The big-name nature of the program gives the bank an effective peg on which to hang local publicity.

"A bank can 'select' its audience by using the type of co-op program with the desired audience appeal. . . .

"Finally, the audience is ready-made, although local promotion is always of added value. . . ."

Mr. Mack presents the following table to show, by network, the distribution of stations, number of cooperative programs, and number of bank sponsors of these broadcasts:

Network	No. of Stations	No. of Co-op Programs	No. of Bank Sponsors
ABC	260	13	28
CBS	168	10	7
MBS	464	17	53
NBC	167	6	9
Total	1,059	46	97

Of the 46 cooperative programs available, the article notes, bank sponsors use 20, "and of these 20 a top-heavy 14 are news broadcasts." Fulton Lewis jr.'s news commentary on Mutual leads the list of bank-sponsored programs, with 26 banks. The *Town Meeting* forum on ABC has 17 bank sponsors, and *Information Please* and Bill Cunningham's Sunday news program, both on Mutual, have eight each.

Tracing the growth of radio use by banks and their seeming preference for news shows, Mr. Mack notes that the first ABA radio survey, in 1937, showed "only 145 banks were on the air, and only five banks were . . . using news as a program feature." A survey in 1942 showed 340 banks using radio "and still only a handful employing news as a feature," whereas in 1946 about 2,000 banks were found to be using broadcast advertising and 68 currently sponsor cooperative news broadcasts.

Rate News High

The 1946 survey disclosed that "48% of the banks having actual programs rated news broadcasts as their first choice, with music favored by 34% and other features such as drama trailing well behind."

"It is obvious," Mr. Mack asserts, "that the war has had a heavy impact on banks in relation to both the use of radio for advertising purposes, and the use of news in their programs." Further, he points out, "until recently nearly all co-ops have had news angles."

"At any rate," Mr. Mack continues, "the time has come when an interested bank sponsor need no longer be restricted to a choice of several news programs. Instead there is a varied and ever-widening array of serious, semi-serious, and comedy broadcasts, with appeals to young or old, men or women, farmers, workers, families and other segments of the radio audience.

Coming of Age

"It may well be that cooperative broadcasting, now ten years old, is coming of age, and in doing so offers to banks one solution to that knotty, often-asked question: 'How can a local bank make effective use of radio at a reasonable cost?' "

For the assistance of its readers, the article includes a listing of "all cooperative programs now available," drawn up according to network and showing the time of broadcast.

WWL PLAYS SANTA

Station Gives Children Parties At Hotel, Hospital

ON CHRISTMAS Day, WWL New Orleans played Santa Claus to 380 young patients at Charity Hospital, and presented each with at least three gifts. The presents were a result of the station's Toys for Tots campaign. In addition, more than 500 New Orleans orphans were given a Christmas Eve party by WWL in the Grand Ballroom of the Roosevelt Hotel.

Toys for Tots campaign was originated by Howard Summerville Sr., WWL general manager, and Henry Dupre, program director. The station broadcast the orphans' party from the Roosevelt.

Former Rep. Rabin Takes N. Y. Supreme Court Seat

BENJAMIN J. RABIN, former Congressman, took the oath last week as a justice in the New York Supreme Court. Mr. Rabin, a Democrat and former member of the House Interstate & Foreign Commerce Committee, earlier had resigned from Congress effective Dec. 31.

No one has been named to replace Justice Rabin on the House committee, but if the usual practice is followed a New York Democrat, of which there are 15, will be given the post.

Most recent adherence to this practice was the naming of Rep. Fred E. Busbey (R-Ill.) to the committee to succeed Evan Howell, former Republican Representative from Illinois, who resigned last summer to accept a judgeship.

FIRST of quarterly meetings aiming at better radio service in southwest Washington area was held recently by KELA Centralia, KGY Olympia, KXRO Aberdeen, KWLK Longview, at KELA studios. Programming, sales and production problems were discussed, followed by dinner meeting and showing of recent NAB movies at Centralia Lewis-Clark Hotel.

INVEST YOUR AD DOLLAR
WCKY
s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

KSFO
SAN FRANCISCO
560
MUSIC PAYS OFF
Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

They Say...

"WHEN our forefathers gave us a nation 'conceived in liberty' they never envisioned a day when any single citizen would be able to gather to himself as much power as that held today by a single union boss, a man such as James Caesar Petrillo. . . . The recording companies have made thousands upon thousands of recordings, good ones, too, to satisfy the public demand for a couple of years. By that time Petrillo's musicians, who stand to lose their livelihood because of his stubbornness and his greed, may decide they have 'had enough' and depose the dictator of their profession. Long after Petrillo has become a dead issue and his edicts are just so much nonsense, these recordings will still be used. The public will continue to be served, regardless of this man. . . . No doubt the totalitarians of Europe could make good use of his services, for he is one of their ilk."

From an editorial in the Bridgeport (Conn.) Sunday Post.

* * *

"THE FEDERAL Communications Commission will be strengthened for the delicate and difficult tasks before it by the two men the President has just added to its membership. George E. Sterling's experience with the regulation of radio goes all the way back to the early twenties when 'wireless' was handled in the Commerce Dept.'s Bureau of Navigation . . . he has precisely the background and qualifications needed to fill the place vacated by E. K. Jett . . . *The Washington Post* has had opportunity to appreciate at first hand Wayne Coy's extraordinary talent for working with diverse people and helping them to work harmoniously with one another . . . he is the first practicing broadcaster to be named to the Commission in two decades. He will bring to its deliberations at once a sympathy for the industry's interest and a high standard of public service, leavened with a wealth of old-fashioned horse sense and humor."

From editorial in The Washington Post.

* * *

"PRESIDENT Truman has . . . made two excellent appointments to the board (FCC). Chairman Denny, who resigned . . . is replaced by Wayne Coy, the first man with experience in broadcasting to serve on the Commission. The Commission's Chief Engineer, George E. Sterling, is moved up to the place formerly held by E. K. Jett, who has resigned after 37 years of service in the government's radio field. To say that Mr. Jett's contribution to the development of radio in the United States has been invaluable is only mild praise for a distinguished veteran . . . Broadcasters and newspapermen who know Mr. Coy . . . are happy that the differences which have split the FCC in recent years are in prospect of being composed with the appointment of the new chairman and his fellow members."

From an editorial in the Youngstown Vindicator

* * *

"THOSE interested in the continuing welfare of broadcasting hereabout, including both community leaders and radio officials, might give further thought to taking a leaf out of Cleveland's book and establishing a New York radio council to help bridge the gap now separating the listener and the broadcaster."

Jack Gould writing in the New York Times.

Colonial Output Up

COLONIAL RADIO Corp., Buffalo, subsidiary of Sylvania Electric Products, produced 900,000 sets last year with value of $20,000,000, an increase of 130 over 1946, according to Don G. Mitchell, Sylvania president. He predicted greater production next year. Colonial supplies Sears, Roebuck & Co. with private brand receivers.

SAVINGS BONDS Div. of the U. S. Treasury Dept. has cited WHLI Hempstead, N. Y., for outstanding public service on its "Long Island Farm Program." Savings Bond announcements aimed at Long Island farmers and prepared especially for WHLI were aired.

Elmer Wene to Be in 1949 N. J. Gubernatorial Race

ELMER H. WENE, president of WTTM Trenton and WSNJ Bridgeton, N. J., and currently a New Jersey state senator from Cumberland County, will be Democratic candidate for Governor of the state in the 1949 election.

Mr. Wene's candidacy was announced at the Democrats' annual New Year's Day celebration in Jersey City. It has been the custom in past years to announce the party's future candidates at this affair. The election is scheduled for November 1949. Mr. Wene formerly served three terms as U. S. Congressman.

WBUZ(FM) Delayed

SCHEDULED Jan. 1 opening of WBUZ (FM) Bradbury Heights, Md., just over the District of Columbia line, was delayed by failure of equipment to arrive. The station hoped to take the air during the week of Jan. 12 on the 96.7 mc channel (244) with 1 kw power. Leslie Altman is treasurer and general manager of WBUZ, not president and treasurer as incorrectly stated in BROADCASTING. Al Porter is vice president and commercial manager, Gordon Shaw program director. Studios and office are located at the garage of the Washington, Marlboro & Annapolis bus line, of which Mr. Altman is president.

THE NUNN STATIONS

sell 5 important markets

Include these Stations in your 1948 schedules – they will produce!

WBIR Knoxville, Tenn.
WLAP Lexington, Ky.
WMOB Mobile, Ala.
WCMI Ashland, Ky. Huntington, W. Va.
KFDA Amarillo, Tex.

RCA TUBES ...

RCA 833-A

the standard of comparison in AM

• Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads. Result—dependable operation . . . long life . . . operating economy.

RCA has a complete line of power tubes for standard-band and short-wave services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section AP36-1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Johnstone, Inc.

Why Does It Have To Rain On Sunday

On Transcriptions: LANG-WORTH—Four Knights; WORLD—Nat Brandwynne.

On Records: Freddy Martin — Victor 20-2557; Snooky Lanson—Mercury 5082; Milton Herth Trio—Decca*; Beale St. Boys—MGM*.

*Soon To Be Released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

What's alike about these different businesses?

Replacement parts for the aviation industry must be received fast. This business is a big user of Air Express. *Speed pays.*

Everything from fountain pens to serums and medicines flies these days by Air Express. Importers and Exporters, too, find *Speed pays.*

Builders get what's needed the fastest way—by Air Express. No holdups! *Speed pays.*

Speed pays in your business, too!

Air Express helps keep your business in high gear. Because your shipments go on all flights of Scheduled Airlines, there's no delay. That, plus door-to-door service—at no extra cost—makes Air Express the fastest possible way to ship. Rates are low: 16 lbs. goes 1100 miles for $6.88—4 lbs. for $2.04. Use it regularly.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

Just phone your local Air Express Division, Railway Express Agency, for fast shipping action.

AIR EXPRESS

GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND

THE SCHEDULED **AIRLINES** OF THE UNITED STATES

Comprehensive Text on Religious Radio Compiled by Parker, Inman and Snyder

RELIGIOUS RADIO, What to Do and How—Everett C. Parker, Elinor Inman and Ross Snyder. Harper, $3.00.

COMPREHENSIVE and well-written text on the religious broadcast, by three of the more experienced persons in the field, will be of value to those concerned with religious programming, educational broadcasting, and to the general reader. The high level of American religious broadcasts in recent years shows up clearly, as the authors have used examples liberally as guides to the men and women who are charged with the responsibility of producing, writing and managing America's religious broadcasts.

The first edition of the book deals primarily with aims, ideals and goals of religious radio programs. The word "religious" is given a broad interpretation, to include the various education programs sponsored by church groups in the United States. Much of this section is devoted to group psychology and to an explanation of the value of radio in getting religious messages to the people.

The remainder of the text deals with specific techniques of writing, producing and publicizing religious radio broadcasts. It is here that the book is particularly valuable to persons interested in any type of public service broadcasting. In the final section, the authors discuss the use of radio as an educational medium, and the training of personnel to become leaders in religious radio.

The book is written from a positive approach, and there is very little explanation of the status of religious broadcasting in America today—and very little direct critical analysis.

The authors are well qualified for the subject. Everett C. Parker is director of the Joint Religious Radio Committee and director of the religious radio workshop at the U. of Chicago. Elinor Inman is director of religious broadcasting of CBS. Ross Snyder is associate professor of religious education in the Chicago Theological Seminary and dean of the U. of Chicago Religious Radio Workshop.

MOVING TO 1320
KELO Promotes Change on Dial
With Campaign

BIG promotion plans are under way announcing the move of KELO Sioux Falls, S. Dak., on Feb. 1, to 1320 kc, 5 kw, fulltime. Key to the regional campaign is "KELO is moving to 1320 kc," and the theme has been stressed with radio distributors, retailers and repairmen.

KELO is sponsoring a photo contest in connection with the move. The person submitting the best picture of the new transmitter and transmitter house will receive a console type radio from the station. A plane flight has also been scheduled over approximately 20 of the larger towns of the new coverage area. A public address system in the plane enables an announcer to plug the 1320 spot on the dial and mention KELO's outstanding shows.

The station is also running a five-week teaser campaign. Material is sent to farm weeklies, with special emphasis on the 1320 kc, 5 kw theme. A double-page center spread is being placed in the Sioux Falls *Argus-Leader* on a cooperative basis by outstanding advertisers using KELO.

KELO began operations Sept. 20, 1946. President of the Midcontinent Broadcasting Co., licensee, is Sam Fantle Jr.

Hollywood Promoters Say Fight TV Will Continue

VIDEO broadcasts of fights at Hollywood's Legion Stadium will continue, stadium officials have ruled, and fight managers who protest will have to agree with the policy or forego matches there. John Home, stadium's counsel, said that stadium records do not substantiate the claim that TV broadcasts have cut attendance. Five per cent drop in five months is attributable to other causes, such as general retrenchment and competition of football in the fall season.

Mr. Home advised BROADCASTING that the current agreement with Don Lee Network calls for $150 as compensation for expenses resulting from elimination of three seats to make room for TV apparatus. On Dec. 29, stadium officials met with fight managers and offered a share of any future profits to the fighters, but fight managers said video harmed attendance and had sought to have it barred. Stadium managers refused.

WKAT-FM Begins

WKAT-FM Miami Beach began operation on a full-time basis Dec. 29, broadcasting from 8 a.m. to 11:15 p.m. daily on Channel 226, 93.1 mc. Col. A. Frank Katzentine, owner and operator of WKAT-FM and WKAT, said in introducing his new station to the radio audience, "We have been planning the programming of WKAT-FM for more than a year, and it is our purpose in launching Florida's first full-time FM radio station to bring you, our listeners, the very best in radio listening." Temporary studios are in the WKAT Building, Miami Beach.

PUBLIC service feature, "The Chicago Forum of the Air," returned to the air on WJJD Chicago Sunday, Jan. 4, after a four-months' absence necessitated by professional football broadcasts.

Enter nineteen hundred forty-eight—

the year when a galaxy of broadcasting equipment celebrities appear on the radio stage of broadcasting stations everywhere. This is "G" year — Gates year — because definitely "The swing's to Gates in '48".

Seldom has a technical product such as broadcasting equipment received so many "Oscars" from engineer after engineer who is quick to say, "The most improved equipment of the post-war era is Gates"—and this IS TRUE! No finer engineering staff was ever assembled than at the Gates plant, in fact Gates has imported top-flight engineers from everywhere — men that know how to combine the technical with the practical — men that have made "Gates" the line to see and look into before deciding.

Gates production methods are better than ever, too. There will be no SRO sign hung out as far as deliveries are concerned. So — before you buy — may we suggest you investigate why —— ——"The swing's to Gates in '48".

BRANCHES:

Eastern Sales Office: 13th & E St., N. W., Washington, D. C.

Western Sales Office: 1350 N. Highland Ave., Hollywood 28.

Canadian Sales: Canadian Marconi Co., Montreal.

International Distribution overseas by Westinghouse Electric International Co., 40 Wall St., New York 5.

GATES

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

Keeping Rates DOWN and Sponsors' Sales UP *in the Detroit Area*

5,000 WATTS at 800 Kc.

• Mutual System •

CKLW

J. E. Campeau, President

•

ADAM J. YOUNG, JR. INC.
National Rep.

H. N. STOVIN & CO.
Canadian Rep.

PROGRAMS

TO HOLD sports audience for period between football and baseball season broadcasts, WPDQ Jacksonville, Fla., is airing new series, "Great Moments in Sports." Weekly show, conducted by Jack Cummins, sportscaster, presents minute-by-minute descriptions of some outstanding sports events in sports history. First program, Jan. 5, was recap of 1929 Rose Bowl game between Georgia Tech and California, when Roy Riegel made his famous wrong-way run. "Great Moments in Sports" is aired on WPDQ Mon. 8-9 p.m. and is sponsored by Riverside Chevrolet Co., Jacksonville.

'Sum Fun'

TEST of memory and speed in calculation is presented to listeners of KQV Pittsburgh, through its program, "Sum Fun." Announcer Dave Scott calls three persons daily, reading them a short story that abounds with numbers, and offering prize for person who arrives at correct sum of numbers. New prize is added by sponsor, Carrolton Mfg. Co., each week story is not guessed by any of persons called. Particular interest was aroused recently when Mr. Scott, unknowingly, called a 76-year-old blind man. The man took down all numbers, then announced that he couldn't give total until some member of his family returned to aid him as he did not have his braille slate. Mr. Scott agreed to call him back. Other listeners immediately started calling station urging that prize be given to the man, even if his answer should be wrong. But when Mr. Scott called back, the man gave the right answer, as he hadn't missed a single number in the story.

Local History

ANECDOTES from local history and news of present day happenings are aired on "This Is Stamford" program over WSTC Stamford, Conn., Mon.-Wed.-Fri. at 10 a.m. Highlight of program is wire recorded interview with "Citizen of the Day." Honored person is chosen for his newsworthiness, regardless of his position in life—he may be the governor, then again, he may be the fruit peddler on the street.

TV Flying Lesson

FLYING LESSON via television was presented early this month by WNBW Washington, NBC video station, in program titled "Let's Learn to Fly." Joseph Butler, former Navy commander, demonstrated device he invented while in the service to teach take-off and landing techniques. He described his device, primary landing trainer, as doing for landings and take-offs what Link Trainer does for instrument flying. Landing trainer was demonstrated before WNBW cameras as it rose off floor to height of ten feet, lifted by powerful propeller.

'Should They Marry'

PSYCHOLOGICAL approach to problems of marriage, both before and after, is presented on new weekly series, "Should They Marry," which started on WOL Washington, Jan. 7. Dr. Gilbert McVaugh, Washington psychologist, is consultant for series, and each week interviews a couple about to take their marriage vows or two married people whose differences may cause their marriage to fail. Through series of prepared questions, Dr. McVaugh attempts to determine whether couple about to marry have proper qualifications and attitude, and in case of married persons, he seeks causes behind their disagreements. Listening audience has opportunity to write in and express their views as to whether they agree with Dr. Vaugh's conclusions. Three most interesting letters from listeners are read at end of each broadcast.

Old Age Discussed

NOVEL program for older folks, living in retirement or still active, though elderly, is being presented by WOSU Columbus, Ohio. Prof. Albert R. Chandler of Ohio State U. Dept. of Philosophy, conducts talks, discussions, interviews and book reviews aimed at helping elderly people live the most useful and satisfactory life. Problems of hobbies, continuing careers, adjustments to various living conditions, and interviews with doctors, psychologists, psychiatrists and others are included in format. Questionnaires are sent to retired people to obtain their views on topics discussed. Program is aired on WOSU Mon.-Wed.-Fri. at 3 p.m.

WAVZ 'Builds' Show

UTILIZING old transcriptions from Treasury Dept. "Guest Star" series, some ingenuity and fast cueing, WAVZ New Haven, Conn., built an unusual two-hour New Year's Day show. Segments of each of the "Guest Star" series records were cued into program which presented Kenny Delmar as m.c. of parade of nation's top stars who have appeared on show during past year. Program was broadcast on behalf of U.S. Savings Bonds. Station reports that comments from listeners were so favorable that similar holiday features are being planned for future.

Domestic Problems

PROBLEMS in human relations, particularly those dealing with home life are discussed each week on WFMO (FM) Jersey City, N. J., in new series titled "Just Between Ourselves." Discussion is based on subjects submitted by listeners, and program is conducted by Harold Bernstein and Frances Tarchais. Issues leading to divorce are main topics used, with discussion conducted in informal, home-like manner.

Hospital Problems

DESIGNED to emphasize community service aspects of St. Francis Hospital in Evanston, Ill., and to explain problems confronting institution, new series has begun on WNMP Evanston. Heard Sat. 10:01-10:15 a.m. (CST), program attempts to educate people to consciousness of their share in carrying responsibilities which now rest wholly with that hospital and others of that group in north shore communities. Program is part of campaign to enable hospitals to expand facilities through St. Francis Hospital Building and Expansion Fund Organization, which is sponsoring program.

New WCCO Features

QUIZ dealing with movies and entertainment world has started on WCCO Minneapolis, as Saturday night feature. Titled "Box Office," broadcast is audience participation program with prizes given to participants. Another new Saturday night feature on WCCO is "Junior Carnival," featuring Cedric Adams. Mr. Adams introduces young talent selected by staging individual competitions at schools throughout the northwest.

Traffic Warnings

VIVID, on-the-scene tape-recorded reports of accidents were used by KLAC Los Angeles to warn residents against holiday traffic disasters. Under direction of Fred Henry, KLAC director of news and programs, special events department of KLAC roamed city in police radio car, speeding to accident scenes and recording on-the-spot reports. These were edited into three half-hour programs and one quarter-hour show carrying opening by Chief of Police and closing warning by Traffic Court Judge.

'Democracy at Work'

WIDE RANGE of subjects, including politics, music, art, communism, sports, etc., are discussed on open forum program, "Democracy at Work," presented by WSGN and WSGN-FM Birmingham each Tuesday at 9:30 p.m. over Alabama network of ten stations. Average forum features four speakers, generally two for each of opposing viewpoints, and a moderator. Forum program began three years ago with title of "Education at Work," but frequent requests from listeners to broaden program to include wider range of topics led to change of title and format this year. Stations carrying program each week include: WHBS Huntsville; WJOI Florence; WKUL Cullman; WFEB Sylacauga; WTBC Tuscaloosa; WGAD Gadsden; WSFA-FM Montgomery and WMSL Decatur.

Teen TV Talent

NEW VARIETY program featuring top teen-age talent has started on WFIL-TV Philadelphia, under title of "Teen Canteen." It stars 16-year-old singer, Candy Anderson, and pianist-crooner, Chuck Sweeney, with celebrities from the entertainment world as guests. "Teen Canteen" is telecast every Friday at 8:15 p.m.

'Inside Outlooks'

TOPICS of interest to San Francisco prospective home owners and real estate investors are discussed on new program titled "Inside Outlooks" heard on KYA San Francisco. Aired Sun. 12:30-12:45 p.m., program is sponsored by Hayman Brothers Inc., San Francisco realtor and property builder, and features Les Malloy and Alvin Hayman in informal chat on housing issues. Contract for 52 weeks was placed through Graham Gaidwin Adv., San Francisco, who also produces show. This marks first venture of Hayman Bros. into promotional field of radio.

Father Time Televised

FATHER TIME, played by Paul Hodges, special events man at WEWS Cleveland, was televised in unique remote show over that station New Year's Eve. Program was picked up from lobby of a Cleveland hotel, where Father Time interviewed incoming and outgoing guests of the hotel, before WEWS cameras.

Swap Disc Reports

REPORT on current shows, bands, weather, etc., of different cities throughout country are presented on Gene Emerald's record show on KRNT Des Moines, through arrangement worked out with fellow disc men at other stations. Mr. Emerald has begun disc correspondence with record men in different regions asking them to send him discs about their area to be used on his show. In turn, he sends similar disc reports to each correspondent.

Teen-Age Topics

PHASES of school life and teen-age social affairs are discussed by panel of boys and girls on new program being aired over KXLY Spokane. Topic of first program concerned teachers, good and bad. Station reports that students covered the subject so thoroughly that offices of principals and head of public schools were deluged with calls. Moderator for show is George Elmer Brown, Spokane attorney.

'All About Stamps'

ITEMS of interest to stamp collectors are basis of new series scheduled to start on WOR New York, Jan. 17. Titled "All About Stamps," weekly feature will be conducted by Sylvan Levin, avid collector and authority on philately. Format includes interviews with celebrities interested in the hobby, and discussions of all matters of interest to collectors whether beginners or experts.

'Charm Clinic'

BEAUTY TIPS and fashion notes are presented on new series titled "Charm Clinic," which started on WAIT Chicago, last month. Conducted by Nikki Kaye, program also features instructions for exercises, and other topics of interest to women. "Charm Clinic" is heard on WAIT Mon.-Fri. 9:15-9:30 a.m. (CST).

British Gratitude

"THANK YOU a thousand times—may God bless America always!" was the sentiment expressed in one letter received by the U. S. Army Band in gratitude for the band's special recorded concert honoring Princess Elizabeth, Prince Phillip and those attending the royal wedding. Similar letters were sent from throughout England, all expressing heartfelt appreciation for the concert, which was broadcast on the BBC Home Service Programme. BBC was "delighted" with the program, and with the "quite miraculous speed with which the discs reached us, a fine example of American hustle."

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Editorializing . . . Problems Seen

(Continued from page 22)

table discussions, and debates are highly regarded alternatives to station editorializing in dealing with controversial programs (by the stations who do not believe stations should editorialize). Relatively few stations (16%) in this group feel that news commentators are the best answer. While these alternative choices are drawn from the relatively small number of stations who do not believe in stations editorializing (10% of the panel), many respondents who believe in station editorializing also indicated their choices within the same alternatives, even though their answers were not solicited. Their notes for the alternatives bore a very close resemblance to the choices shown for the stations tabulated (Table VI).

BROADCASTING TRENDS

Is a copyrighted feature conducted by

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Table V

"If a network editorial position differs from that of an affiliate station, should the station:"

	% of all respondents
Carry it	24%
Precede the program with a disclaimer	33
Refuse to carry the program	14
No answer	29
TOTAL	100

* * *

Table VI

"If stations should not have the right to editorialize, how do you think controversial subjects can be dealt with better?"

	% of those who believe stations should not have right to editorialize
Public forum programs	79*
Round table discussions by experts	79
Debates offering equal time to exponents of various viewpoints	63
News commentators	16
All other	11

*Percentages add to more than 100 because many respondents repeated more than one alternative.

New WIS Transmitter

THE NEW 5-kw Western Electric transmitter for WIS Columbia, S. C., went on the air Jan. 3, according to an announcement by G. Richard Shafto, general manager of the Surety Life Insurance Co. radio interests, WIS licensee. Construction was under the supervision of Chief Engineer Herbert G. Eidson Jr., who was aided by Transmitter Operators Joe Davenport, Ray Parke, Ed Hodgens and Ernest Graham.

LOWEST-PRICED console radio-phonograph combination in the RCA Victor line has just been announced by the company to sell at $175 retail. Console is 34 inches high, 26¼ inches wide and 16¾ inches deep and contains six tubes and a rectifier.

Bingham Heads WGAI, New N. Carolina Station

STAFF of the new WGAI, 500-w daytimer on 560 kc at Elizabeth City, N. C., has been announced by Herbert Peele, head of The Advance Inc., which owns and operates WGAI and publishes Elizabeth City's *Daily Advance*.

Robert Bingham, former sales-service manager of WBT Charlotte, N. C., and a veteran of 21 years in radio, is manager. Alan Burke, former WBT, WITH Baltimore and WWDC Washington announcer and newscaster, is program director. New station's commercial manager is Alan Friedrich, who has had experience in similar capacities at WFTC Kinston, N. C., and WFBL Syracuse. Fred Wagner, previously with WLPM Suffolk, Va., is chief engineer.

Studios of WGAI are on the third floor of the Kramer Bldg., Elizabeth City. Station, which went on the air Nov. 19, is represented nationally by McGeehan & O'Mara. WGAI has filed application with FCC for 1 kw daytime and 500 w night directional, Guy M. Leedy, general manager of The Advance Inc., announced.

Marcel Lefebvre

MARCEL LEFEBVRE, 47, former manager of CHLP Montreal, died at Montreal after a lengthy illness on Dec. 20. He had left CHLP early in 1947.

WTOR Ready to Take Air; James Parker Is Manager

NAMES OF MEN who will head the staff of WTOR, new fulltime 250-watter scheduled to begin operation about Jan. 15 at Torrington, Conn., on 1490 kc, have been announced by Joseph R. Schifini, president of Torrington Broadcasting Co., the licensee.

James Parker, who will be general manager, and Joseph X. O'Hara, commercial manager, formerly were with WBRY Waterbury, Conn. Richard C. Kilbourn, program director, moves to WTOR from WLLH Lowell-Lawrence, Mass. Chief engineer of the new station is T. Webster Hitchcock, last with WBAL Baltimore.

WTOR will be represented nationally by Cox and Tanz of New York, Philadelphia and Chicago.

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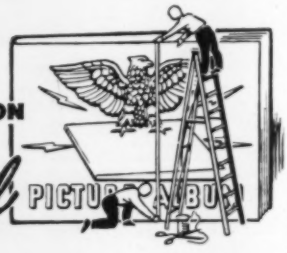

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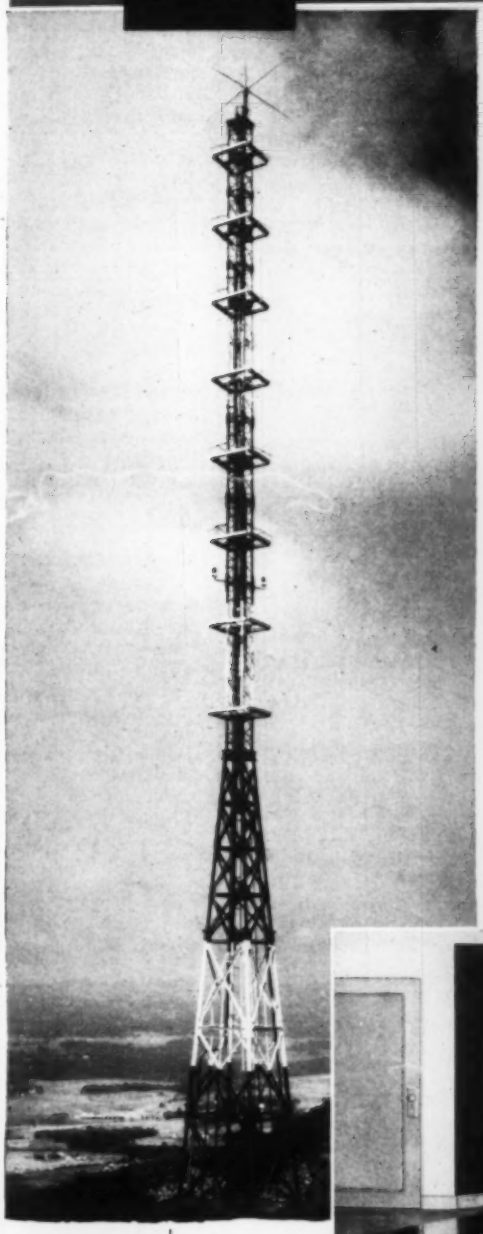

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*Trade Mark

With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away—including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.

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THIS FASCINATING ADVERTISING BUSINESS, by Harry Lewis Bird. The Bobbs-Merrill Co., New York, 405 pp. $4.00.

FOR A LOOK behind the scenes of advertising, Harry Lewis Bird's book, *This Fascinating Advertising Business* covers the field. Written in a lucid, informative style, the book should be of interest to both advertisers and consumers.

Mr. Bird subdivides his book into four parts, comprising the "Why," "Who," "Where," and "What" of advertising. The first part goes into a history of advertising and brand names. The story behind Kellogg, Ford, Gillette, RCA Victor, Liggett & Myers, General Mills and others are told.

"The 'Who' of Advertising" reviews different types of advertisers as well as the agency side of the picture. Sections are devoted to some people of advertising, including Lucky Strike's George Washington Hill; J. Sterling Getchell, foremost "huckster" of the '30's; U. S. Rubber Co.'s Thomas H. Young; Earnest Elmo Calkins, Erma Proetz, Bj. Kidd, and several more.

Advertising media are discussed in "The 'Where' of Advertising." His chapter on radio, "We're on the Air!" goes into the history and the reasons for advertising on the air, how the shows are merchandised, measurements, ratings, advertisers, serials, retailers, spots, commercials, and a preview of things to come, especially television.

Finally, he writes of what makes up a good ad, and how it emerges from the embryonic stage through various processes until it finally sells the product.

"Commercial sponsorship of radio has made it possible," Mr. Bird writes, "for 37,000,000 American families to be able to hear the latest news virtually as it happens. Companies with goods to sell found radio a powerful aid, and the means was furnished to bring into 96 out of every 100 homes the finest symphony concerts, the great operas, the actual voices of leaders in education, religion, government and the arts. It has played host at thousands of historic events. Throughout the war it helped to finance the world-wide entertainment of our armed forces."

Mr. Bird has a rich advertising background. He has organized many national campaigns, and has worked with such agencies as Needham, Louis & Brorby, Chicago; Geyer, Cornell & Newell, New York; Fitzgerald Advertising Agency, New Orleans, and for the past five years has been copy chief of Gordon Best Co. (formerly McJunkin Advertising Co.), Chicago.

His book is fully illustrated and indexed.

ACA Strike Not to Affect Overseas Communication

INTERNATIONAL broadcasting and shortwave communications will not be affected by the strike of between 2,500 and 3,000 American Communications Assn. (CIO) cable and radio workers Friday morning, it was indicated last week. Western Union and other IT&T companies are bearing the brunt of the walkout. Officials of RCA Communications, Press Wireless, Tropical Radio, French Cables, and Globe Radio said their business would continue as usual.

Chief strike issue was ACA's demand for pay increases amounting to about 30%.

HOLDUP IS A FIZZLE

Bandit Tries Desert Robbery
At KRIO, Gets Only $4

LOOKING UP from his control panel in temporary studios of KRIO McAllen, Tex., where he was preparing for 10:55 p.m. break, Announcer "Gig" Ishmael was confronted by a Mexican waving a pistol and demanding in broken English that Mr. Ishmael turn over the station's cash.

The announcer, after giving up the four dollars he was carrying, finally convinced his visitor that KRIO kept its funds in a bank and not in the temporary studios, located in a deserted orange grove. (Station is constructing permanent headquarters nearby.)

The holdup incident nearly got on the air while it was happening, but the serious-looking bandit's warning "not to touch anything" was enough to discourage Mr. Ishmael. He merely notified police and went back to his microphone.

NEW YEAR'S EVE performance of the "Ice Follies" was televised by WFIL-TV Philadelphia direct from the Arena, Philadelphia, from 8:30 to 11:00 p.m. At conclusion of performance, "Ice Follies" stars held their New Year's Eve party on the ice and this, too, was televised by WFIL-TV starting at five minutes after midnight.

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesman—For thousand watt regional Virginia station. We want an experienced man who will really produce. Good drawing account against commission. Give all details and photo in first letter. Position open immediately. Don't answer unless fully qualified and capable of handling a well paid position. Box 57, BROADCASTING.

Salesman wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for experienced radio salesman. Salary and commission. Write Box 262, BROADCASTING.

Salesman—$5000 annual opportunity for livewire to sell fifty dollars per day in 60,000 southern market. Box 266, BROADCASTING.

Combination engineer-announcers, No. 1 ticket, permanent employment March 1st, $60.00 with going southern station. Send disc, letter, photo now. Box 267, BROADCASTING.

Wanted—One radio-telephone first class operator and one experienced control room operator for 5 kw station in central New York. Must have car. Box 275, BROADCASTING.

Wanted—Ambitious young man who wants to get into time selling. Fine opportunity for the right man. Salary and future possibilities. Send pictures and data to Box 284, BROADCASTING.

PROGRAM DIRECTOR *WANTED*

Opportunity knocks but once! One of radio's outstanding opportunities is knocking at somebody's door. It may be at yours, if you have these qualifications: Successful past record as program director in a competitive market; ability to produce and promote audience building transcribed and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production and publicity; the willingness to pull an oar when necessary instead of being a swivel chair admiral; character and habits that will stand investigation; the desire to settle down and become part of the community.

A bright future with a five figure salary is available to the right party.

For personal interview, give complete details, including past positions, salaries, date available, etc. in first letter.

Confidential.

Box 360,
BROADCASTING

Help Wanted (Cont'd)

Broadcast technician. Must have first class radio-telephone license. For personal interview write Box 288, BROADCASTING, stating qualifications and salary expected.

Continuity chief—Capable of turning out selling copy and able to supervise department. 5 kw major market, Ohio, network affiliate. Permanent position with exceptional opportunity. Reply in confidence detailing previous experience, salary expected, starting date. Box 304, BROADCASTING.

Announcer who can sell and write commercial copy. Must have good employment and references. Box 308, BROADCASTING.

Program director for new 250 watt station in prosperous southern city, going on air in one month. Excellent opportunity for someone with experience in creating program ideas, production, announcing, traffic. Please send photo backgound information and disc; stating minimum salary required. Box 312, BROADCASTING.

Wanted—Chief engineer, new midwest 1 kw regional starting about Feb. 1. Installation and directional antenna experience desirable. Box 314, BROADCASTING.

Morning Man—Experienced, versatile ad-lib man with top quality voice and proven record for southeastern network affiliate. Knowledge of sports desired but not essential. Good salary with chance for advancement. Reply Box 320, BROADCASTING.

Advertising salesman with proven sales record. Outstanding Virginia independent will pay liberal drawing account against 15% commission. Market of half million. Unlimited opportunity for right man. Write Box 322, BROADCASTING.

Assistant manager with emphasis on sales. No chair polishers. Manager's job open to man who produces. Non-competitive market of 40,000 and network affiliate. Give full details as to experience, compensation, snapshot, etc. Box 323, BROADCASTING.

Time salesman for one kilowatt eastern Pennsylvania affiliate. Only experienced man with ability to initiate ideas, service accounts and ambition for the future need apply. Give full details in first letter as to background, previous position and earnings, references, etc. Box 324, BROADCASTING.

Program director, experience middlewest preferred. New 250 watt station in Iowa. State age, experience, references and salary required first letter. Address Box 326, BROADCASTING.

Wanted—Experienced program director who can also do witty, fast-moving morning show. Send all details first letter with photo and disc. Box 327, BROADCASTING.

Continuity and script writer of proven ability and stable character wanted by station in beautiful southwestern city. Box 330, BROADCASTING.

WANTED

Commercial-continuity director to build strong copy department at 5 kw CBS affiliate. Midwest city over 100,000 population. Executive position in company for qualified man. Prefer applicants from midwest for immediate interview.

BOX 345,
BROADCASTING

Help Wanted (Cont'd)

Wanted—By west coast station, one good announcer with first class license. One cracker-jack news editor to collect, write and voice local news. One experienced women's editor who can write copy. Send details, picture, first letter. Box 334, BROADCASTING.

$300 per month guaranteed to good salesman-announcer. $100 of it in salary for maximum 20 hour air-work week. $200 draw against 15% commission. Two month old kilowatt daytime owned and operated by professional radio people has remarkable, even unbelieveable, record of sales and public acceptance. Single station town of 25,000 two hours from Chicago. Box 338, BROADCASTING.

Local station in large Texas city needs chief engineer of highest technical and personal qualifications. Box 343, BROADCASTING.

Wanted—Announcer, experienced in control room operation, excellent opportunity and good future for right man. Send full details first letter, also audition platter. Station KFBC, Cheyenne, Wyoming.

Engineer. First phone. Prefer active ham. WFRL, Freeport, Illinois.

Announcer—1000 watt regional network station has opening for experienced announcer. Salary above average. Talent extra. Send qualifications, photo and transcription to Program Director, WFDF, Flint, Michigan.

Wanted—Three engineers, first class ticket, for AM and FM station. No announcing. Send full details in first letter to Chief Engineer, WCNB, Connersville, Indiana.

Wanted—Announcer. Immediate opening. Fifty dollars, forty eight hours. Experienced man. Rush full details Mason Dixon, Program Director, KICD (Mutual), Spencer, Iowa.

Combination engineer-announcer with first class ticket wanted. Starting salary $60 for 48 hour week. MBS affiliate. Send letter listing qualifications to Gordon A. Scheihing, General Manager, WHIT, New Bern, North Carolina.

Announcer-salesman wanted by kilowatt daytimer in single station town with 30 million retail sales. 20 hours maximum on air for $100. $200 draw against 15%. There is at leas $2000 worth of billing here waiting to be called on and serviced. No copy. Station owned and operated by long-time professionals. Two hours from Chicago. Box 339, BROADCASTING.

Versatile and experienced announcer with persuasive and authoritative voice needed by station in important Texas market. Fine opportunity for man with superior qualifications and excellent character. Box 329, BROADCASTING.

Announcer. Heavy on commercials and news. Must have friendly, easy style and minimum of four years commercial experience. Salary open to right man. Transcription and full details first letter. Box 359, BROADCASTING.

Wanted—Program director-announcer for 250 watt Mutual affiliate; also announcer with 1st phone ticket. Good salaries for the right men. Write, wire or call Manager, WAJR, Morgantown, W. Va.

Announcer—Independent station. 60 miles from Boston. Control board work. Experience second to ability and industry. WHOB, Gardner, Mass.

Wanted—Experienced salesman. Exceptionally good account list guarantees exceptionally good income to capable, hard working salesman. Top draw against high commissions. A good job for a good man who can work into sales manager's position. Send full details first letter. WWBZ, Vineland, N. J.

Wanted—Announcer. Excellent opportunity for right man. Must be experienced in handling straight commercials on established station. Send audition disc and letter to KMBC, Kansas City 6, Mo., care Keith Painton, Supervisor of announcers.

Opening for two combination men with first class license. Pleasant working condition. Thompson, WTRR, Sanford, Florida.

Wanted—Experienced announcer for WKBH-FM. Must have better than average news ability. Prefer single man. WKBH, LaCrosse, Wisc.

Experienced salesman; announcers; writer; engineers with control board experience. New midwest FM station. Excellent opportunities. Must be available for interview. Box 350, BROADCASTING.

Help Wanted (Cont'd)

Established 18 year NBC affiliate enlarging fine staff in fine new building. Need experienced staff announcer looking for good working conditions and good climate. Send complete information with audition to Jack Rye, KTSM, 801 N. Oregon Street, El Paso, Texas. Don't answer if just shopping!

Combination announcer - engineer wanted by 1000 watt NBC station in citrus section of Florida. First class license required. No floaters wanted. Send complete information including audition record of voice. Permanent job. WLAK, Lakeland, Florida.

Salesman-announcer wanted. Experienced, good opening. Write, wire WSKB, McComb, Mississippi.

WXGI-Richmond, Virginia, 1 kw, daytime, has opening for one engineer and one announcer. Send qualifications, photo and references.

Engineer-announcers for 250 watt Alabama station. Pleasant working conditions. Write Box 358, BROADCASTING giving particulars.

Situations Wanted

For sale—A voice; seven years radio. To production station that will know how best to use it. Sales, song and sports. Box 59, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Chief announcer independent station wants good opening in Florida. Can sing with records. Prefers morning shows. Pleasing air personality; able to build following. Available early February. Write Box 238, BROADCASTING.

Television stations—158 pounds of gold 22, knows television, films, theatre. Asset to programming staff; work anywhere. Box 245, BROADCASTING.

Chief engineer, now employed, looking for A-1 position. Many years experience all phases broadcast engineering. Salary requires at least 100 dollars a week. Box 253 BROADCASTING.

Engineer, veteran, single, three years experience, first class license, desire permanent position. Without car. Available week's notice, $55 minimum. Box 271, BROADCASTING.

Experienced radio writer. Emphasis on commercial copy. Know production techniques. Now copy chief, net affiliate top market. Stable family man. Vet, 27, journalism degree. Box 273, BROADCASTING.

Announcer with over three years of solid commercial experience now looking for a change with the right future. Capable of doing all types of station work. Young, amiable and willing to work. Write Box 277, BROADCASTING.

Announcer-copywriter. Experienced, one year Florida station, two years college, single, 23, sober workman, good voice. Will travel. Available one week notice. Box 285, BROADCASTING.

Sportscaster—Experienced play-by-play. All sports. Free to travel. Box 29[illegible] BROADCASTING.

Forever advertiser. That's the keynote of this versatile, heads-up announcer, 27, who seeks advancement to larger operation. App. 2 years small station experience. Currently employed Mutual affiliate 9 months. College grad of large university with A.B. Breezy platter chatter, crisp newscasts. Pleasant mike personality. Location no object. Disc, references on request. Box 298, BROADCASTING.

Announcer-writer-producer, thoroughly experienced, smooth board operator. Have floated, but desire permanent position with progressive station. Box 313, BROADCASTING.

Announcer-writer. Desires position upon graduation from Northwestern University January 29 with station in southwestern or western states. Previous experience. Can arrange personal audition anywhere after graduation. Box 315, BROADCASTING.

AT LIBERTY

Former network news commentator wants a spot on an independent station. I'm Bob Gardner and carried three network shows on Mutual. Specialties are sports news and slanted human interest yarns. Can be reached at Mutual Newsroom, New York City.

Situations Wanted (Cont'd)

Engineer presently employed. Experienced in maintenance, control board operation, remote broadcasts and recording. Young, progressive, can fill as announcer. Desires position as studio engineer in metropolitan area. Box 316, BROADCASTING.

Sportscaster—Play-by-play, sportscast, special events. I offer youth, ability, experience, ambition and top references in exchange for a sportscaster's job with sports-minded station, any size. Married, two children, prefer southeast. Box 319, BROADCASTING.

Director women's affairs. Contemplating change in '48. Prefer New England, but will consider other locations. Eight years in radio; four as department head metropolitan area. Extensive writing, public relations, broadcasting experience. Original program ideas. Top references. Box 321, BROADCASTING.

Announcer-continuity-veteran, married. Travel. Available immediately. Little experience, much ambition. News, commercials. Platter shows. Disc on request. Box 325, BROADCASTING.

Calling Chicago! Newscaster. Ten years away from Chi in radio. Born and raised there. I wanna come home now. "Bigtown" authoritative style. Disc, history, photo follows. Box 328, BROADCASTING.

50,000 watt and network announcer presently employed key midwest station desires change. East, Chicago or coast. Highest Hooperatings on three years disc shows. Excellent references. Married, veteran. Box, 331, BROADCASTING.

Announcer—5 years experience major eastern stations including 50 kw. Young, single, presently employed, excellent references. Box 332, BROADCASTING.

Six years experience. Traffic manager. Thorough knowledge of small station operation. Desire position with agency. Box 335, BROADCASTING.

Woman copywriter-announcer. Young. Experienced, initiative. Westerner wants job in west. Top references. Box 337, BROADCASTING.

Young continuity writer desires job in Rocky Mountain area station. Box 340, BROADCASTING.

Topnotch newsman-sportscaster. Three years experience. College graduate. Excellent references. What's your offer? Box 342, BROADCASTING.

Announcer-Veteran, 6 months experience on MBS affiliate, graduate of leading announcing school. Sure fire, attention getting voice with terrific sales appeal. Eastern and southern states preferred. Recording and details available with references. Box 344, BROADCASTING.

Announcer-singer, 25. Go anywhere. Pasadena Playhouse student one year; disc, photo available. Gene Maggioli, 3648½ Valley Brink Road, Los Angeles 26, Calif.

Announcer—Vet, 23, single. Trained leading Chicago radio college. Disc, photo. Michael Gulla, 5009 S. Talman Avenue, Chicago, 32. Phone: Republic 5791.

Salesman, aggressive, with college degree in speech, concentrative in radio, persuasive speaking, radio sales. Some experience, well trained and very ambitious to enter radio. Veteran. Ed Roeder, 4161 Connecticut St., St. Louis, Mo.

Announcer—Vet, 26, married. Year leading Chicago radio college. Disc, photo. Roy Dahns, 7644 Lincoln Avenue, Summit, Ill. Telephone 1791M.

Announcer—Single, 24, one year college, desires position on small station. Disc's available. Contact John Somers, Route 2, Box 299A, Elgin, Illinois or phone Elgin 9830Y-3.

Technician. 1st phone, telegraph. Would welcome opportunity learn announcing. Peter Peterson, 325 E. 163rd St., Bronx 56, N. Y.

PROGRAMMING-PRODUCTION

Youthful enthusiasm, mature know-how. Program director now employed desires affiliation with progressive station. Net, FM and small market experience. Know all phases operation and administration. Family man. Prefer west, but answer all inquiries. Box 341, BROADCASTING.

Situations Wanted (Cont'd)

Five engineers available immediately, all with first phone, experienced in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing complete broadcast transmitters. All prefer south, but will consider any locality. Disc of voice sent on request. Cook's Radio School, 188 Woodrow Wilson, Jackson, Mississippi.

Announcer-newscaster, controlman desires permanent position in congenial station. Three years experience, college education, age 27. Ex-Merchant Marine. Minimum $65.00 forty hours. Member I.B.E.W. Frank Hosea, Good Hope, Louisiana.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Program director, production manager, newscaster. Twelve year background includes announcing, writing, acting, program direction on AM and Class B FM stations, directing (theatre and radio), disc jockeying. East or west coast preferred. Veteran, single, 32. Minimum salary $75. Available February 1st. Box 349, BROADCASTING.

Engineer—First phone, three years xmter and control experience, college, single. Available customary notice. Box 348, BROADCASTING.

Announcer-engineer holding first class ticket. Presently employed 250 watt independent station. One year experience announcing and programming. Sportscasting, disc jockeying and newscasting, but no sports play-by-play. Age 26, single, willing to travel. Available Feb. 1st. Disc and photo on request. Box 356, BROADCASTING.

Voice with a smile in exchange for position with future. Woman commentator experienced in script and mike work. College background. Now employed at five kilowatt station. Box 355, BROADCASTING.

Salesman—Seven years 50,000 watt experience. Currently employed by network owned station. High billing and good references. Desire good opportunity with station, agency or station representative. Thirty years old, married, can go anywhere there is opportunity. Box 354, BROADCASTING.

Combination ehgineer-announcer. Well trained voice. Many years of experience including position as program director, chief engineer, news editor, manager. Box 353, BROADCASTING.

Newsman, 30. Now news director. 5 kilowatt metropolitan network station. 8 years radio and news work. Expert in organization and direction of news department, training news personnel, newscasting, newswriting, editing, reporting. Specialist in local and regional coverage. Excellent voice, unstilted, saleable style. Splendid references. Box 352, BROADCASTING.

Announcer-news reporter. Young man, single, 6 months experience in announcing, news gathering wants job with progressive station with opportunity for advancement. Box 351, BROADCASTING.

Chief engineer immediately available. Over twenty years active experience in studio, master control and transmitter operation, recording, remotes, FCC applications, design of equipment and buildings, construction, directionals, allocation, field measurements, supervision of personnel. Familiar with all standard AM and FM equipment including 50 kw. Best references. Box 357, BROADCASTING.

Experienced salesman with proven ability desires opportunity with progressive station. Veteran, single. Can and will sell. Best references. Available immediately. Box 361, BROADCASTING.

Engineer—12 years varied transmitter experience including AM and FM installation. Present position chief engineer in AM and FM station. 35, married. Box 362, BROADCASTING.

Situations Wanted (Cont'd)

Experienced platter man. Has thorough knowledge of public taste in pop music and good selling voice. Sings. Operated sponsored personality disc show across the board with large following in Charleston, W. Va. Looking for big market, good pay, pleasant working conditions. Off the air discs, references, photo on request. Ed Lambert, 1029 49th Street, Brooklyn 19, N. Y., Ulster 3-6280.

For Sale

Armour Research wire recorder. Three reels wire. $125. Box 286, BROADCASTING.

Immediate delivery—WE 23-B studio console in A-1 condition. Box 333, BROADCASTING.

For sale—Two towers. One 300 foot Milliken self-supporting tower. Will support 4-section RCA pylon or equivalent. One lightweight Wincharger 200 foot guyed tower complete with lighting system. Both towers available immediately. Write, wire or phone Carolina Radio Equipment Company, Raleigh, North Carolina, telephone number 4842, for prices and further details.

For sale — Blaw-Knox tower, lighting equipment, 154 feet above insulators and 50 foot sub-structure. KCMC, Texarkana, Texas.

Two new Presto 8-D recorders with 1-D heads and equalizer. Reasonable. United Broadcasting Company, 64 E. Lake Street, Chicago 1, Illinois.

Modulation monitor, latest Gates model M-Q 2639, new, never unpacked. Catalogue price $320. Available immediately. WAND, Canton, Ohio.

For sale—Two RCA turntables type 70-C complete with dual arms and four vertical heads type MI-4849C, three lateral heads type MI-4856. Manager WAJR, Morgantown, W. Va.

First check for $125 takes Armour Research wire recorder built by Utah. Two new reels of wire and microphone. Complete, ready to operate. WJTN, Jamestown, N. Y.

Two Federal recorders. Cut 33 and 78 r.p.m. 12 inch turntable. Built-in amplifier and radio in each unit. Good condition. In use until December 15th. First $400.00 takes both. WHBU, Anderson, Indiana.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Western Electric model 503B-1, 1 kw FM transmitter in excellent condition, also two new 155 ft. type 78 Wincharger towers complete with lighting. Box 347, BROADCASTING.

Wanted to Buy

Small station, presently unprofitable unit preferred. Box 69, BROADCASTING.

Approximately 300 foot tower capable of supporting FM. Box 190, BROADCASTING.

Small station, operating unprofitably or a CP preferred. Box 200, BROADCASTING.

250 or 1000 watt fulltime station. Cash or terms. Box 299, BROADCASTING.

RF bridge, General Radio 916-A, advise price, condition. Box 346, BROADCASTING.

(Continued on page 84)

FOR SALE

MIDWEST
1 KW STATION

Located in one of the midwest's choice medium-sized markets with an unusually high buying power.
This station is well operated; it is well equipped and occupies a dominant position in its trade area. It enjoys a large volume of local advertising and a regional and national volume considerably above the average. This facility is now earning a return in excess of 20 per cent based on the purchase price of $175,000. Financing arranged. Write exclusive representatives.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. — James W. Blackburn, 1011 New Hampshire Ave., National 7405
SAN FRANCISCO — Ray V. Hamilton, 235 Montgomery St., Exbrook 2-5672

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting School

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G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name_____

Address_____

City_____ State_____

PROMOTION

CHUYLER G. SCHAPIN has been named field promotion supervisor of WNBC New York effective Jan.1 Mr. Schapin, former assistant program director of English section in NBC's international division, joined NBC in 1941.

WALTER I. KINGSLEY, account executive of WHOB Gardner, Mass., has been appointed promotion manager of that station.

DOROTHY JANNEY has been named assistant promotion director of KUTA Salt Lake City.

LILLIAN NEAL has been appointed director of promotion and publicity at WHIO Dayton.

BOB SCHONHOFF, promotion manager of KVOO Tulsa, Okla., has been appointed publicity chairman for Tulsa's "Rededication Week" Jan. 17-24 sponsoring the Freedom Train.

RUTH ANN QUINLAN, graduate of Medill School of Journalism and NBC Radio Institute at Chicago, has joined promotion and publicity staff of KMBC Kansas City.

RUBY ANDERSON, promotion - publicity director of WIRE Indianapolis, has been appointed chairman of state of Indiana for Assn. of Women's Broadcasters.

'Matinee' Calendars

COLORFUL calendars have been distributed to fans of Ruth Lyons' "Morning Matinee" program, heard daily on WLW Cincinnati and WINS New York, in answer to record Christmas fund contribution of over $33,000. Calendars were offered to all listeners who contributed $1 or more to fund to be used in purchasing toys for children in hospitals. Cover of calendar is headed "Day by Day With Your 'Morning Matinee' " and shows young girl riding on peppermint horse. First two pages display picture of entire staff of the show and verse of greeting. Full-page picture above each month depicts Miss Lyons and Co-emcee Frazier Thomas in poses appropriate to each season, and head pictures of members of the cast appear in dates of their birthdays. Center spread of calendar is picture layout of all products on "Morning Matinee."

RCA Promotion

RAISING the curtain on its 1948 Home Instrument line, RCA Victor is readying for distribution two-color, illustrated merchandise folder and envelope stuffer. Piece presents 31 different instruments, and provides space for dealer imprint. Home instruments also are being promoted in new presentation book titled "RCA Victor: Never So Great as in '48." Book, which is distributed to company's field sales representatives and distributors, contains "kangaroo" pages with pouch pockets to hold samples and material. It is silk-screened in three colors. Color cartoon sequence portrays famous RCA Victor dog, Nipper, victim of a "hot-foot" and racing through book's 14 pages to point up major facts of campaign. Home Instrument Div. also is using four-color, three-dimensional slide pictures to feature its 1948 line. Field men, equipped with slides and portable viewing devices, will start on-the-spot demonstrations before coast-to-coast distributors.

FACING FACT that many KECA Hollywood program promotion ads inserted in Los Angeles papers wound up as bedfellows of patent medicine ads, Jack O'Mara, ABC Western Division promotion director, decided to do something about it. So he themed this series of ads for various programs to emulate the copy tack taken by medicinal advertisers, and above samples are results.

Housing Brochure

TO INTRODUCE its new program, "A Home To Live In," WMCA New York has distributed colorful brochure giving information about the show. Cover of brochure is reprint of cartoon appearing in The New Yorker Magazine, depicting salesman attempting to sell run-down house to prospective couple. Inside pages describe format of show which dramatizes housing issues.

Courtesy Contest

CONTEST to select most courteous local salesperson was conducted during the holiday season by KOKX Keokuk, Iowa. Cash award was given to individual picked as most courteous, efficient and pleasant salesperson and another cash award was made to individual who was selected as writing best letter nominating the winner. Station breaks were used to promote contest. KOKX reports enthusiastic response from merchants who agreed that contest did great deal for management in stimulating thinking of salespeople.

Personal Scripts

PERSONS or organizations mentioned on "City Desk," local news show heard Mon.-Sat. over WTOP Washington, receive folders from that station following the broadcast, containing quotes from "City Desk" script. Quote is part of script dealing with person or organization to which folder is sent. Program, conducted by Henry Mustin and sponsored by Shell Oil Co., features news of local happenings. Folders are distributed as promotion for show and Shell and as personal souvenirs for persons mentioned in news. Headed "News of Interest to You from 'City Desk'," folders are printed in red and yellow and contain time and date of broadcast from which quote is taken.

Blimp Contest

DOUGLAS LEIGH blimp started a busy 14 nights Jan. 5 as it flew over the five boroughs of New York, nearby Westchester and Long Island in promotion stunt sponsored by WINS New York. Moving electrical sign flashes a scrambled word, followed with message to tune in specified WINS program the following day for details. Contest is to unscramble the word and submit it with 50 words or less telling why entrant listens to WINS. Spots promoting the stunt are being carried continuously on the station until contest closes Jan. 20. Judges, who will be radio directors of advertising agencies, will announce winner on Jan. 30.

Basketball Promotion

BASKETBALL play-by-play broadcasts over KRNT Des Moines have been given extensive promotion by station through series of half-time stunts. Included in events are presenting give-aways for score guessing; bringing each player and coach to mike for interview; conducting telephone quiz from stadium, and presenting interviews with visiting celebrities.

WBIG Coverage Folder

HANDSOME file-type folder containing coverage maps and market data has been prepared and distributed to the trade by WBIG Greensboro, N. C. Headed "The Magic Circle," cover of folder displays drawing of six cities within a circle and WBIG tower rising from center. Seal of WBIG, "The Prestige Station of the Carolinas," appears in left-hand corner of cover. Inside spread presents market data for day and night, and day and nighttime coverage maps. Back of folder discusses population and vast industry in the area.

City-wide FM

HOLIDAY music was heard distinctly throughout Twin Falls, Idaho, during Yuletide season due to efforts of KTFI-FM that city. Station scheduled three 15-minute periods of "Christmas Carol Time" during each day and fed it over a loud speaker in front of its studios. In addition, every FM dealer in the area was contacted and urged to place FM consoles tuned to KTFI-FM in doorways of their stores so that carols could be heard "distinctly, but undistorted" throughout entire city. Each dealer was furnished with schedule of the KTFI-FM programs. Campaign was in cooperation with local Merchants Bureau.

TV Clinic Reprints

REPRINTS of article from BROADCASTING on Television Clinic held in New York under auspices of Television Broadcasters Assn. have been prepared and distributed to video set owners in St. Louis area by KSD-TV that city. Cover of reprint folder states that article is being circulated "because the management of KSD-TV believes that the St. Louis television audience is keenly interested in the development of the television industry . . . " Attached to each reprint is latest weekly schedule of the video station.

WCBS Ads

REPRODUCTIONS of ad run in trade journals by WCBS New York are being distributed by that station as promotion for its "Housewives' Protective League" and "Starlight Salute" programs. Shows started on WCBS Jan. 5. Both are participation-sponsored shows and both feature Galen Drake as m.c. Ad stresses fact that Galen Drake is "top salesman . . . records show it . . . satisfied sponsors testify to it . . . " Attached to reproduction of ad is note from Arthur Hull Hayes, general manager of WCBS, which lists "charter sponsors" of the two programs: American Home Foods, California Fig Institute and Vacuum Food Corp.

WCSI Promotion

WIDESPREAD promotion campaign being conducted by WCSI (FM) Columbus, Ind., has been expanded to Bloomington, Ind., through arrangement worked out with WSUA Bloomington. WCSI promotion folders are now being distributed in Bloomington area by WSUA, with over 500 pamphlets already circulated. WCSI also has made deal with Radio Equipment Co. of Indianapolis for dual promotion of Columbia Records and WCSI. Radio Equipment Co. is local distributor of Columbia records and through stations featuring these records, firm is promoting WCSI and its efforts in field of FM on weekly promotion sheets.

International Cooperation

SPIRIT of cooperation between Canada and U. S. was further demonstrated during holidays in Santa Claus promotion stunt of WCSC Charleston, S. C. Station decided to answer individually all letters received by its Santa Claus program. To make plan more authentic, WCSC enlisted aid of Sid Boyling, manager of CHAB Moose Jaw, Sask., who agreed to mail all replies from Canada in order that letters might bear foreign postmark.

WLS Awards

YOUTH AWARDS, given annually by WLS Chicago and Prairie Farmer to Indiana Rural Youth groups, were presented last month on station's "Dinner Bell" program from Indiana Agricultural Conference at Purdue U., Lafayette. Some 15 county groups were honored. Awards, in form of achievement plaques, were made to each county group in recognition of its distinguished and outstanding work throughout year. Rural Youth is agricultural organization comprised of graduates from 4-H, FFA and other similar groups, members of which are in late teens or early twenties.

Advertising Suggestions

BOOKLET titled "Ten Ways to Reduce Production Costs of Advertising" has been published by Gray & Rogers, Philadelphia, and agency is mailing 600 copies to clients and prospective clients. Copies also will be sent to persons answering agency's newspaper ads offering free editions. Jerome B. Gray, agency founder and partner, is author of the booklet which suggests methods of preparing advertising. Booklet concludes with list of Gray & Rogers' clients.

Leaf Greeting

LEAF GUM Co., Chicago, which six months ago started a $750,000 national spot campaign on over 100 stations, sent a New Year's Eve greeting announcement to some 600 stations. Announcers interrupted programs at midnight to read the greeting, which said in part, "The Leaf Gum Co. is privileged to be the first in 1948 to extend to all of you our best wishes. . . . To every listener on this and more than 600 other radio stations . . . our sincere wishes for the brightest year of all are with you. . . ." Leaf agency is Bozell & Jacobs, Chicago.

TV Set Expansion

STROMBERG CARLSON Co. will devote one-third of its 1948 radio production to television sets, Dr. Ray H. Manson, firm's president, announced last week. Dr. Manson also predicted a reduced demand for AM sets this year. The predicted production will total close to 10 times the television set volume reached in 1947. He also estimated the 1947 sales volume at about 45% more than the $21,500,000 for 1946.

KUTA Salt Lake City has completed "housecleaning" and redecoration of its studios. Entire studios have been remodeled and redecorated completely.

Miscellaneous

Professional photography course taught by mail. Complete course—$5. Per inquiry sales net stations $2. Each course Arthur Cooper, WVOS, Monticello, New York.

Jockey's comedy script collection. $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

Krom-A-Tone post cards—Best, most economical method to display any product. Samples on request. Graphic Arts Photo Service, Box 365-F, Hamilton, Ohio.

RCA type BF-3B three section super turnstile 88 to 108 megacycle FM antenna, complete. Handles 60 kilowatts radiated power. Used but in excellent condition. Available immediately. $1600.00.

BOX 336, BROADCASTING

FOR SALE: 250 watt transmitter, RCA 250 k, perfect condition. Guaranteed 60 day operation. $2500.00 FOB Sacramento.

HOWARD VOGELI W6ISH
Room 202, Mitau Bldg., Phone 2-3585
Sacramento 14, Calif.

Radio Benefactor

(Continued from page 20)

dispatching or routing orders. Power, telephone and other utility companies also found the amateur service of vital assistance.

In Fort Wayne, Ind., WOWO, which claimed to be one of the few stations in the area remaining in service on New Year's Day, made use of its emergency power plant—a Hercules Diesel 100-kw unit—for the first time. When one of the area's worst ice, snow and sleet storms struck, WOWO newsmen worked with state officials and local safety and traffic officials in presenting information regarding emergency utility services and road conditions. Station also expanded its normal news service, and when the storm kept most Fort Wayne citizens from attending the inauguration of their new mayor, Henry J. Branning Jr., WOWO recorded the event and broadcast it a half-hour later.

WTAD's Service

Another Middle West station, WTAD Quincy, Ill., was able to stay on the air except for a two-minute period by making use of the alternate power supply at its transmitter. An interruption of power and telephone line service cut off the station's direct network facilities and its news service, but WTAD reports that "by special arrangement all program material was carried throughout the emergency." The Associated Press provided Western Union filings to give the station news coverage. With communications generally hard hit in its area, WTAD aired special weather broadcasts and newscasts frequently during the emergency.

In New England a new network, Connecticut Independent Broadcasters, presented on Dec. 27 a 25-minute roundup on conditions resulting from the heavy snow and ice storm. The broadcast featured a report on traffic conditions by Edward J. Hickey, commissioner of the Connecticut State Police. Participating in the roundup were four of the five CIB stations—WLCR Torrington, WCCC Hartford, WNOC Norwich and WAVZ New Haven. They were joined by WSTC Stafford.

WTIC Hartford stayed on the air all night Dec. 26, presenting periodic reports on weather and road conditions, warnings from fire and police departments, notifications of cancellations and messages to and from standard travelers. Remote broadcasts were aired from the scenes of major traffic jams during the snowstorm.

The storm marooned Robert Coe, transmitter engineer of WDRC-FM Hartford, for more than two days at the tranmitter site atop Meriden Mountain 12 miles from Hartford. Mr. Coe, fortified with emergency food supplies, remained at his post until he was relieved after snow plows cleared a road to the top of the mountain.

FM Station Aids

Another FM station in the northeastern area, WFMZ Allentown, Pa., stayed on the air beyond its usual signoff time and opened earlier in the morning when the holiday sleet storm, described as the worst which had ever hit the Lehigh Valley, struck. Station broadcast warnings at the request of the Pennsylvania State Police, urging people to stay off the streets because of danger from falling tree limbs and high tension wires. During the height of the storm WFMZ broadcast a description of it by remote from the roof of one of the city's tallest buildings.

New York City's second weather blitz in a week—a New Year's Day ice storm—served up another dish of grief and put another weekend of heavily-scheduled public service announcements on record for the New York metropolitan area stations. It also marked the beginning of a new teletype network for "emergency purposes."

Listeners were kept abreast of transportation and weather conditions throughout the area, as nearly every station carried a heavy schedule of special announcements in addition to regular newscasts.

Seymour Siegel, WNYC director and director of radio communication activities for the city of New York, announced last week a teletype network . . . "one of the first of its kind in the country" . . . has been set up between WNYC, the mayor's office in City Hall, and the New York Police Dept. so that emergency announcements may be received immediately for broadcasting purposes. All New York stations can affiliate with the network, Mr. Seymour said, by paying only the regular cost of service.

During the ice storm WNYC, the city's municipally-owned station, kept in direct communication with State police, city police headquarters and the Sanitation Dept. for news reports, and WOR also contacted telephone companies, police and mayors in New York City, Long Island, Connecticut, New Jersey and upper New York in order to air a two-to-three-minute report every hour. Special 3-to-15-minute roundups on conditions brought about by the storm were broadcast throughout the weekend by WMCA.

WHOM informed its listeners by broadcasting reports in English, Italian, Polish, Jewish, German, Greek and Russian, and immediate break-ins were made on WINS programs to air weather reports received on its direct teletype line with the city weather bureau.

Special Announcements

Like other New York City stations, WNEW was inundated with calls Jan. 2 from listeners who wanted special announcements aired concerning emergencies arising because of the ice storm. WNEW obliged by presenting a "Community Bulletin Board." Throughout the day the station aired more than 300 announcements, including many notices of cancellations of meetings.

Consolidated Edison Co. of New York ordered from five to 12 spots on 15 New York City stations and on WFAS White Plains—a total of 101 spots—to warn listeners of the danger of live wires. Announcements were on file at the stations, and after the "go ahead" signal was given at 6 a.m. Friday, Jan. 2, the first of the warnings was aired an hour later.

The "public service" feature was given a boost when WOV carried nine of the Consolidated Edison spots as public service announcements. Station officials didn't learn until later in the day the warnings were paid advertising.

And while much of the country's snow area was feeling the lash of winter, in the deep South a tornado which struck Cotton Valley and Haynesville, La., late on the afternoon of New Year's Eve took a heavy toll. There, too, radio was on the job.

At KWKH Shreveport, for example, staff members dropped all plans for New Year's eve celebrations and turned to the more important business at hand. The station rushed its mobile shortwave equipment to the disaster scene. Live broadcasts were presented from Minden, La., 14 miles away. KWKH aired names of persons on the casualty list as the information became available, and interrupted all of its broadcasts from 7 p.m. New Year's Eve to 2:45 a.m. New Year's Day to present information concerning the storm.

Station reported that the two New Year's Eve broadcasts it presented from Minden, La., were made over the only available line out of town. One broadcast was at 10:05 p.m., the other at 11:45 p.m., and both were carried also by KTRH Houston.

TEN YEARS of sponsorship by the Katz Drug Co. of *Dance With America* on KCKN Kansas City, 6-7 p.m., Monday through Friday, is celebrated with a contract renewal for 1948. Joe Story (l), sales manager, handles the account for KCKN; Jud Woods is radio director for the Bruce B. Brewer Agency; and Maurice Shlensky (seated) is executive vice president and general manager of the Katz chain.

Rooney to L & M

LENNEN & MITCHELL has effected expansion of its Hollywood office through appointment of Alfred Rooney as vice president. He formerly was executive vice president and general manager of Dan B. Miner Co., Los Angeles. Mann Holiner remains in charge of the agency's radio activities as vice president and radio director.

1-2-4
WIRL
Peoria, Ill.

KFMB
sells
SAN
DIEGO
...better
than ever!
Soon 1000
watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

November Receiver Tube Sales Total 17,137,891

NOVEMBER sales of receiving tubes totalling 17,137,891 brought the total for the first 11 months of 1947 to 183,022,419, RMA announced last week. Sales for first 11 months of 1946, in comparison, amounted to 180,743,639 by RMA member-companies.

A break-down of the November figure shows that 12,232,082 tubes were sold for new sets; 3,405,427 for replacements; 1,410,535 for export and 89,847 to government agencies. For the complete 11 months, there were 120,293,305 sold for new receivers; 40,446,111 for replacements; 21,512,952 for export, and 770,051 to government agencies.

WABF (FM) Issues First Monthly Program Guide

FIRST WABF(FM) New York program magazine was issued with the January number. The magazine contains a "Statement of Aims," the month's program schedule and an article on Mozart.

"Our 'Statement of Aims' is designed to raise current standards," said Ira Hirschmann, president of Metropolitan Broadcasting & Television Co. "In banning theme songs, jingles, singing commercials, high pressure selling and exaggerated claims, WABF is setting a new course in radio."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

FCC Actions

(Continued from page 67)

Decisions Cont.:

KCOR & KCOR-FM San Antonio, Tex.—Granted voluntary assignment of CP and license and FM conditional grant from Raoul A. Cortez to KCOR Inc.

WMFR High Point, N. C.—Granted voluntary assignment of license from James E. Lambeth, James E. Lambeth, Jr. and Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR to Radio Station WMFR Inc.

WCSC Charleston, S. C.—Granted voluntary assignment of CP and license from John M. Rivers to WCSC Inc.

WLBZ Bangor, Me.—Granted voluntary assignment of license from Maine Bcstg. Co. Inc. to Eastland Bcstg. Co.

WJMO Cleveland—Granted voluntary assignment of license from W. J. Marshall to WJMO Bcstg. Co.

WKMH Dearborn, Mich.—Granted voluntary assignment of license and CP from Frederick A. Knorr, Harvey R. Hansen and William H. McCoy, d/b as Suburban Bcstrs. (co-partnership) to WKMH Inc.

WPIT Pittsburgh—Granted voluntary assignment of license from John J. Laux et al, d/b as Liberty Bcstg. Co. to WPIT Inc.

WLLH Lowell, Mass.—Granted involuntary transfer of control of licensee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased.

WMAS Springfield, Mass.—Granted involuntary transfer of control of licensee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased (250 sh. common stock—100%).

The following were authorized extension of completion dates as shown: WSAV Savannah, Ga., to 1-31-48; WLOF Orlando, Fla., to 4-1-48; WMAZ Macon, Ga., to 1-9-48; KEPO El Paso, Tex., to 2-27-48.

KFQD Anchorage, Alaska—Granted license covering installation of new vertical ant., move of main trans., increase power to 5 kw and install new trans.

KCLO Leavenworth, Kan.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WBLW Lake Worth, Fla.—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

WHLW Rutland, Vt.—Granted mod. CP to change trans. and studio locations and for extension of completion date to 180 days after grant.

WBSR Pensacola, Fla.—Granted voluntary assignment of CP and license from Ruth Braden, et al, d/b as Escambia Bcstg. Co. to Escambia Bcstg. Co. (corporation).

WAGF Dothan, Ala.—Granted voluntary assignment of CP from John T. Hubbard, et al, d/b as Dothan Bcstg. Co. to Julian C. Smith, John T. Hubbard and Fred C. Moseley, d/b as Dothan Bcstg. Co.

WGTM Wilson, N. C.—Granted voluntary assignment of CP and license from Penn Thomas Watson to Watson Industries Inc.

KBKR Baker; KLBM La Grand, and KSRV Ontario, Ore.—Granted involuntary transfer of control of licensee corporation from Marshall E. Cornett, deceased, to Olive B. Cornett, executrix of estate of Marshall E. Cornett, deceased (126 sh. common stock—50.4%).

Following were granted mod. CPs for extension of completion dates as shown: KERS Elko, Nev., to 9-21-48; KFFA Helena, Ark., to 7-1-48; KCOW Eastland, Tex., to 6-30-48; WFIL Philadelphia, to 12-31-47; WIPR Rio Piedras, P. R., to 6-30-48; WGH Newport News, Va., to 3-24-48; KRBA Lufkin, Tex., to 2-14-48; WFNC Fayetteville, N. C., to 3-23-48; WJMS Ironwood, Mich., to 2-24-48; KCOH Houston, Tex., to 5-14-48; WCFL Chicago, to 4-24-48; WGEM Quincy, Ill., to 1-30-48; WHB Kansas City, to 4-14-48; WRWR Albany, N. Y., to 2-28-48; KPAC Port Arthur, Tex., to 3-1-48.

WJEF and WJEF-FM Grand Rapids, Mich.—Granted voluntary assignment of license and FM cond. grant from John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Bcstg. Co. to Fetzer Bcstg. Co.

WKZO Kalamazoo, Mich.—Granted voluntary assignment of license from John E. and Rhea Y. Fetzer, d/b as Fetzer Bcstg. Co. to Fetzer Bcstg. Co.

WHEB Inc., Portsmouth, N. H.—Granted CP new ST station.

WNBW Washington, D. C.—Granted license for commercial television station.

WNBC-FM New York—Granted license to cover CP which authorized changes in new FM station.

WTAQ-FM Green Bay, Wis.—Granted mod. CP for extension of completion date to 4-4-48.

Following were granted mod. CPs for extension of completion date as shown: KVAI Amarillo, Tex., to 2-1-48; WIRL Peoria, Ill., to 2-28-48; WCQN-FM Atlanta, Ga., to 4-17-48; WHPE-FM High Point, N. C., to 3-21-48; WCIL-FM Carbondale, Ill. to 4-1-48; WTSP-FM St. Petersburg, Fla., to 4-1-48; KQV-FM Pittsburgh, to 3-28-48; WJBC-FM Bloomington, Ill., to 6-14-48; WBRL Baton Rouge, to 6-18-48; WHFM Rochester, N. Y., to 5-1-48; WFMY Greensboro, N. C., to 4-11-48; WEBQ-FM Harrisburg, Ill., to 2-1-48; KTOR Coolidge, Ariz., to 6-29-48.

January 8 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1430 kc

Announced proposed decision looking toward grant of application of Missouri Bcstg. Corp. to change operating assignment of WIL St. Louis from 250 w unl. on 1230 kc to 5 kw unl. on 1430 kc, change trans. site, install new trans. and DA Application of Metropolitan Bcstg. Corp. for new station at Belleville, Ill., 1430 kc 1 kw unl. DA is proposed to be denied.

BY COMMISSION EN BANC

Modification of CP

WMIT Hickory, N. C.—Granted mod. CP move studios of FM station from Hickory to Charlotte and increase ERP from 200 to 300 kw; Class B, 106.9 mc, Channel 295, ant. 3,300 ft. above average terrain.

STA for ST Link

WLIV Providence, R. I.—Granted special temp. authority for 6 mo. to operate ST link on 87.5 mc to carry programs from studio to trans. of FM station.

FM Cps Vacated

Herman Radner, Dearborn, Mich.—Granted request to vacate CP for Class A FM station.

The Associated Bcstrs. Inc., San Francisco—Granted request to vacate CP for Class B FM station.

Topeka State Journal Inc., Topeka, Kans.—Granted request to vacate CP for Class B FM station.

FM—89.9 mc

State of Wisconsin, State Radio Council, Chilton, Wis.—Granted CP new noncommercial educational FM station, Channel 210, 89.9 mc, 34 kw ERP, ant. 800 ft.

FM—89.1 mc

State of Wisconsin, State Radio Council, Wausau, Wis.—Granted CP new noncommercial educational FM station, Channel 206, 89.1 mc, 34 kw ERP, ant. 1,090 ft.

FM—91.7 mc

San Diego Unified School District, San Diego, Calif.—Granted CP new noncommercial educational FM station, Channel 219, 91.7 mc, 3.3 kw ERP, ant. 15 ft.

TV—180-186 mc

Atlanta Journal Co., Atlanta, Ga.—Granted CP new commercial TV station, Channel 8, 180-186 mc, power vis. 21.6 kw, aur. 11.4 kw, ant. 515 ft.

TV—54-60 mc

The Constitution Pub. Co., Atlanta, Ga.—Granted CP new commercial TV station, Channel 2, 54-60 mc, power vis. 15.8 kw, aur. 9.05 kw, ant. 500 ft.

TV—66-72 mc

WGAL Inc., Lancaster, Pa.—Granted petition for reinstatement and grant of application for CP new commercial TV station, Channel 4, 66-72 mc, power vis. 1.0 kw, aur. 0.88 kw, ant. 260 ft.

Hearing Designated

WTTG Washington, D. C.—Designated for hearing application for extension of completion date of CP new commercial TV station, and application for license to operate station.

STA-TV Relays

The National Bcstg. Co. Inc.—Granted special temp. authority to operate three identical exp. TV relay stations between Philadelphia and Baltimore as extension of now existing radio relay circuit between New York and Philadelphia, for 90 days. Frequencies: Wyndmoor, Pa., 6900-6925 mc; Brandywine, Del., 6975-7000 mc, and Elkneck, Md., 6900-6925 mc.

January 8 Applications . . .

ACCEPTED FOR FILING

AM—560 kc

KYUM Yuma, Ariz.—CP change frequency from 1240 to 560 kc, increase 250 w to 1 kw, change type trans. and install DA-N. AMENDED to change trans. location.

AM—1470 kc

KXOA Sacramento, Calif.—CP change frequency from 1490 to 1480 kc, increase 250 w to 1 kw, install new trans. and DA-N, change trans. location. AMENDED to change frequency from 1480 to 1470 kc and make changes in DA.

AM—1490 kc

KDB Santa Barbara, Calif.—CP install new vertical ant. and change trans. and studio locations.

AM—1430 kc

Gifford Phillips, Denver, Colo.—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 1430 kc, change 250 w to 1 kw D hours from unl. to D and change type trans.

License for CP

WLIZ Bridgeport, Conn.—License to cover CP as mod. which authorized new standard station and specify studio location, authority to determine operating power by direct measurement of ant. power.

WCCC Hartford, Conn.—License to cover CP as mod. which authorized new standard station and specify studio location, authority to determine operating power by direct measurement of ant. power. AMENDED to change studio location.

Modification of License

WDLP Panama City, Fla.—Mod. license to change from DA-DN to DA-N.

AM—1590 kc

WNMP Evanston, Ill.—CP install new trans.

Modification of CP

WCLA Baton Rouge, La.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

PROGRAMS RATE HIGHER ON WBNS

"BLONDIE" Hooperating (Fall-Winter '46-'47) 23.

ASK JOHN BLAIR

In Columbus It's WBNS

COVERS CENTRAL OHIO

163,550 WBNS FAMILIES IN CENTRAL OHIO

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,524 licensed, 444 construction permits, 269 applications in pending file, 372 applications in hearing; FM—84 licensed, 222 conditional grants, 739 CPs (of which 292 are on air under special temporary authority), 59 applications pending, 54 applications in hearing; television—seven licensed, 67 CPs (of which 11 are on air), 83 applications pending, of which 33 are in hearing.

AM—830 kc

WNYC New York—CP increase 1 kw to 1 kw-N, 5 kw D, install new trans. and make changes in DA.

Modification of CP

WOLF Syracuse, N. Y.—Mod. CP as mod., install new vertical ant., and changes in ground system, for extension of completion date.

WNNC Newton, N. C.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio location. AMENDED re changes in ant.

AM—1230 kc

WCBT Roanoke Rapids, N. C.—Authority to determine operating power by direct measurement of ant. power.

AM—1310 kc

The Massillon Bcstg. Co., Massillon, Ohio—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 1310 kc, change 250 w to 1 kw D, change hours from unl. to D, install DA, change type trans. change trans. location.

AM—1370 kc

KAST Astoria, Ore.—CP change frequency from 1230 to 1370 kc, increase 250 w to 1 kw, install new trans. and DA-DN, and change studio location. AMENDED re changes in DA and ground system.

AM—1230 kc

KYJC Medford, Ore.—CP make changes in vertical ant. and mount FM ant. on AM tower.

License for CP

KUIN Grants Pass, Ore.—License to cover CP as mod. which authorized changes in vertical ant. and mount FM ant. on top of AM tower, and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFIL Philadelphia—Mod. CP as mod. which authorized increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

KELO Sioux Falls, S. D.—Mod. CP as mod. which authorized change frequency, increase power,, install new trans. and DA-N and change trans. and studio locations, for extension of completion date.

WHIN Gallatin, Tenn.—Mod. CP which authorized new standard station to change type trans., for approval of ant., trans. and studio locations.

License for CP

KCTI Gonzales, Tex.—License to cover CP which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

KTEM Temple, Tex.—License to cover CP as mod. which authorized install new trans., new vertical ant. with FM mounted on top, changes in ground system and trans. location and authority to determine operating power by direct measurement of ant. power.

WTAR Norfolk, Va.—License to cover CP which authorized changes in DA and mount FM ant. on top of tower No. 3 and authority to determine operating power by direct measurement of ant. power. Also authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSAP Portsmouth, Va.—Mod. CP as mod. which authorized changes in vertical ant., for extension of completion date.

WSLS Roanoke, Va.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, to change frequency from 590 to 610 kc, change type trans., for approval of DA and to change trans. location. AMENDED to make change in DA.

WKOY Bluefield, W. Va.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

Modification of CP

WSGN-FM Birmingham, Ala.—Mod. CP as mod. which authorized new FM station to change ant. height above average terrain to 872 ft., ERP to 512 kw, make changes in ant. system and change completion date.

WABB-FM Mobile, Ala.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KFAC-FM Los Angeles—Same.

KLX-FM Oakland, Calif.—Same.

KPOR Riverside, Calif.—Same.

KGDM-FM Stockton, Calif.—Same.

WTIC-FM Hartford, Conn.—Same.

License for CP

WLET Toccoa, Ga.—License to cover CP as mod. which authorized new FM station.

Modification of CP

WMMJ-FM Peoria, Ill.—Mod. CP which authorized new FM station to change type trans. and change commencement and completion dates.

WGTR Boston—Mod. CP as mod. which authorized new FM station for extension of completion date.

KFOR-FM Lincoln, Nebr.—Same.

Assignment of CP

WLOB Claremont, N. H.—Voluntary assignment of CP as mod. which authorized new FM station, to WLOB Inc.

Modification of CP

WFMI Portsmouth, N. H.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WHCU-FM Ithaca, N. Y.—Same.

WIST Charlotte, N. C.—Same.

WNXC Lima, Ohio—Mod. CP as mod. which authorized new FM station to change trans. site, ERP to 50.4 kw, ant. height above average terrain to 246 ft. and to make changes in ant. system.

KFMJ-FM Tulsa, Okla.—Mod. CP which authorized new FM station for extension of completion date.

WJAS-FM Pittsburgh—Same.

WVUN Chattanooga, Tenn.—Mod. CP which authorized new FM station, to change type trans. and to make changes in ant. system.

WPRO-FM Providence, R. I.—Mod. CP which authorized new FM station for extension of completion date.

KDNT-FM Denton, Tex.—Same.

WGH-FM Newport News, Va.—Same

License for CP

Don Lee Holding Co., d/b as Don Lee Bcstg. System, Los Angeles—License to cover CP which authorized new experimental television station. AMENDED to change applicants name to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System.

The Evening News Assn, Detroit, Mich.—License to cover CP which authorized new experimental television relay station W8XLE.

TV—204-210 mc

Empire Coil Co. Inc., Avon, Conn.—CP new commercial television station on Channel 12 (204-210 mc) power vis. 5 kw, aur. 2.5 kw unl. AMENDED to change studio location.

TV—82-88 mc

Stephens Bcstg Co., New Orleans—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 21 kw, aur. 10.5 kw unl. AMENDED to change name to Stephens Bcstg Co. Inc.

TV—174-180 mc

Times-Picayune Pub. Co., New Orleans—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 21.5 kw aur. 18.0 kw unl.

Buffalo Courier-Express Inc., Buffalo, N. Y.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 25.6 kw, aur. 27.2 kw unl.

TV—210-216 mc

Empire Coil Co. Inc., Niagara Falls, N. Y.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 25.6 kw, aur. 13.46 kw unl.

Modification of License

American Bcstg Co. Inc., Area of San Francisco—Mod. licenses relays KFFH, KFGK, KFFB, KFGU, KFGY, KFGL, KFGM to substitute under item 7(b) standard station KECA Los Angeles for KGO San Francisco.

License Renewal

Application for renewal of experimental television license filed by Intermountain Bcstg Corp., Salt Lake City, for W6XIS.

Applications for renewal of standard broadcast license filed for: KBNE Boulder City, Nev.; KIRX Kirksville, Mo; KONP Port Angeles, Wash.; KTRI Sioux City, Iowa; KWPM West Plains, Mo.; KXLQ Bozeman, Mont.; WAGM Presque Isle, Me.; WDSG Dyersburg, Tenn.; WFNC Fayetteville, N. C.; WHMA Anniston, Ala.; WHSC Hartsville, S. C.; WJPA Washington, Pa.; WKAL Rome, N. Y.; WMFJ Daytona Beach, Fla.; WMOH Hamilton, O.; WNBZ Saranac Lake, N. Y.

APPLICATIONS DISMISSED

Modification of CP

KYSC Yuma, Ariz.—Mod. CP as mod. which authorized new standard station for extension of completion. DISMISSED Dec. 31, 1947. Application unnecessary as CP does not expire till May 4, 1948.

AM—1430 kc

Stephen Detzer, Hermosa Beach, Calif.—CP new standard station on 1430 kc, 250 w D. Contingent upon KWKW being granted change of facilities. DISMISSED Dec. 31, 1947, request of attorney.

AM—1340 kc

WOCB West Yarmouth, Mass.—CP to change frequency from 1240 to 1340 kc. (Contingent on grant of WNBH application to change to 550 kc.) DISMISSED Dec. 31, 1947, request of attorney.

TENDERED FOR FILING

AM—1490 kc

Pacific Ocean Radio and Television Corp., Monterey, Calif.—CP new standard station 1490 kc 250 w unl.

(Continued on page 88)

Pike and Fischer Service Books Ready January 19

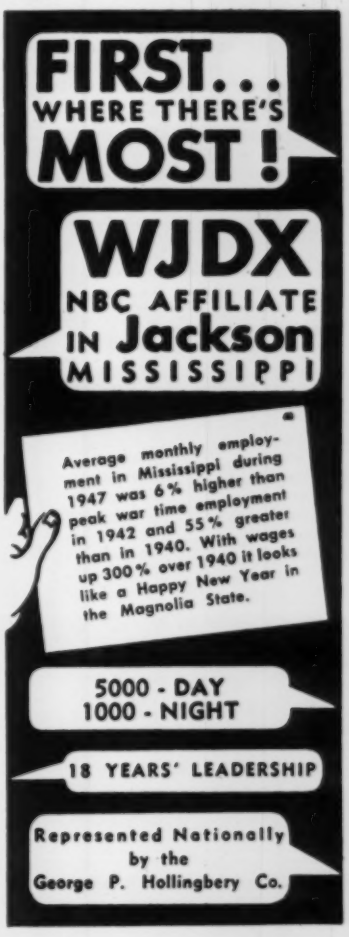
FIRST THREE volumes of new Pike & Fischer Service on Radio Regulation, sponsored by FCC Bar Assn., are to be shipped Jan. 19, firm announced last week.

Vol. 1 contains the Radio Act, Communications Act, rules and regulations and related material. Vol. II contains digest of all opinions by FCC, Federal Radio Commission and the courts not covered in FCC Reports (since June 30, 1945). Digest of prior cases and court cases are to be available in June, it was stated. Vol. III covers FCC opinions and decisions since June 30, 1945.

In loose leaf binder form, material will be brought up to date by weekly releases. Cross-reference and other features are included.

BBC Registered

NORTH AMERICAN office of the British Broadcasting Corp., with headquarters in New York, has registered with the Foreign Agents Registration Section of the Justice Dept., it was announced last week. The registration is in compliance with a 1938 act covering agencies and individuals functioning in this country on behalf of a foreign principal. BBC previously had a special registration in the United States under a wartime procedure no longer in effect, the Justice Dept. explained.


FIRST...
WHERE THERE'S
MOST!
WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI
Average monthly employment in Mississippi during 1947 was 6% higher than peak war time employment in 1942 and 55% greater than in 1940. With wages up 300% over 1940 it looks like a Happy New Year in the Magnolia State.
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

FCC Actions

(*Continued from page 87*)

Applications Cont.:

AM—1250 kc

WALT Tampa, Fla.—CP change frequency from 1110 kc to 1250 kc, hours from D to unl., power from 1 kw to 5 kw, install new trans. and change trans. location and install DA-DN (contingent on WDAE change in facilities).

Assignment of License

WAOV Vincennes, Ind.—Consent to assignment of license to Vincennes Sun Co.

Modification of CP

WREX Duluth, Minn.—Mod. CP make changes in DA.

WKVM Arecibo, P. R.—Mod. CP to increase power from 10 kw to 25 kw and make changes in DA.

AM—740 kc

KTRH Houston, Tex. — CP make changes in DA-D.

Assignment of License

KTFS Texarkana, Tex.—Consent to assignment of license to David M. Segal d/b as Texarkana Bcstg Co.

AM—920 kc

Rock River Valley Bcstg. Co., Watertown, Wisc.—CP new standard station 920 kc 250 w D.

Hearings Before FCC . . .

JANUARY 12

Oral Argument Before Commission en banc

(First Argument)

Bay State Beacon Inc., Brockton, Mass.—CP 1450 kc 250 w unl.

Cur-Nan Co., Brockton, Mass.—Same

Plymouth County Bcstg. Corp., Brockton, Mass.—Same.

(Second Argument)

Following applicants for Class B FM facilities in New York area: **WBNX** Bcstg. Co. Inc., New York; News Syndicate Co. Inc., New York; WMCA Inc., New York; Debs Memorial Radio Fund Inc., New York; Frequency Bcstg. Corp., Brooklyn; American Bcstg. Co. Inc., New York; Bernard Fein, New York; WLIB Inc., New York; Peoples Radio Foundation Inc., New York; Metropolitan Bcstg. Service, New York; N. M. U. Bcstg. Co. Inc., New York; Amalgamated Bcstg. System Inc., New York; Unity Bcstg. Corp., of New York; North Jersey Radio Inc., Newark, N. J.; Radio Projects Inc., Newark, N. J.; North Jersey Bcstg. Co. Inc., Paterson, N. J.; Radio Corp. of the Board of Missions and Church Extension of the Methodist Church, New York.

AM—Hearing

Belleville News Democrat, Belleville, Ill.—CP 1260 kc 1 kw DA unl.

Hobart G. Stephenson Jr., St. Louis—CP 1230 kc 250 w unl.

Cahokia Bcstg. Corp. Inc., East St. Louis, Ill.—CP 1260 kc 1 kw unl. DA-DN.

WTMV East St. Louis, Ill.—Same.

Intervenors: WEBQ Harrisburg, Ill., WDAE Tampa, Fla.; party respondent: WIL St. Louis.

AM—Hearing

Turlock Bcstg. Group, Turlock, Calif.—CP 1450 kc 250 w unl.

Frank M. Helm, Modesto, Calif.—CP 1390 kc 1 kw DA unl.

Radio Modesto Inc., Modesto, Calif.—CP 1360 kc 1 kw DA unl.

Albert Alvin Almada, Sacramento, Calif.—CP 1390 kc 1 kw unl. DA.

JANUARY 12-13

AM—Hearing

Alexandria Bcstg. Corp., Alexandria, Minn.—CP 1490 kc 250 w unl.

Alexandria Radio Corp., Alexandria, Minn.—Same.

To be held in Federal Court Room, Alexandria.

JANUARY 13

AM—Hearing

Valdosta Bcstg. Co., Valdosta, Ga.—CP 910 kc to 5 kw unl.

Okefenokee Bcstg. Co., Waycross, Ga.—CP 910 kc 1 kw unl.

JANUARY 14

Oral Argument Before Commission

(Second Argument)

Skyland Bcstg. Corp., Dayton, Ohio—CP 980 kc 5 kw unl.

WTOL Toledo, Ohio—CP 980 kc 5 kw unl.

(Third Argument)

Cedar Rapids Bcstg. Corp. Inc., Cedar Rapids, Iowa—CP 1450 kc 250 w unl.

Radio Corp. of Cedar Rapids, Iowa—Same.

Moline Dispatch Pub. Co., Moline, Ill.—Same.

AM—Further Hearing

Panhandle Bcstg. Corp., Amarillo, Tex.—CP 1230 kc 250 w unl.

Voice of Amarillo, Amarillo, Tex.—Same.

KOSA Odessa, Tex.—Same.

KBST Big Spring, Tex.—Same.

Herald Bcstg. Co., Levelland, Tex.—Same.

KWEW Hobbs, N. M.—Same.

Party respondents: KSWS Roswell, N. M.

AM—Further Hearing

Coastal Bcstg. Co., Lakeland, Fla.—CP 1230 kc 250 w unl.

WSIR Winter Haven, Fla.—CP 1230 kc 250 w unl.

Intervenor: WDAE Tampa, Fla.

JANUARY 14-15

AM—Hearing

Granite City Bcstg. Co., St. Cloud, Minn.—CP 1240 kc 250 w unl.

St. Cloud Bcstg. Co. St. Cloud, Minn.—Same.

To be held in City Hall, St. Cloud.

JANUARY 15

AM—Hearing

WWPN Middlesboro, Ky.—In matter of revocation of CP for station.

WMIK Middlesboro, Ky.—In matter of petition for reinstatement of CP for station.

JANUARY 15-16

AM—Hearing

KIDO Boise, Idaho—CP 1380 kc 1 kw-N 2.5 kw-D unl.

KRKO Everett, Wash.—CP 1380 kc 1 kw unl.

Intervenor: KTSM El Paso, Tex.

ADD JANUARY 12

AM—Further Hearing

Cumberland Pub. Co., Pikesville, Ky.—CP 1240 kc 250 w unl.

East Kentucky Bcstg. Co., Pikesville, Ky.—Same.

GAYNE WHITMAN, Hollywood announcer, has been signed by Jerry Fairbanks Productions, that city, to narrate Popular Science film featurette "Streamlined Luxury."

WBKB CHICAGO had to move fast to complete preparations to televise Chicago Cardinals-Philadelphia Eagles pro championship football game Dec. 28 at Chicago's Comiskey Park. When National Football League gave last-minute approval for televising game, WBKB engineers hastily reinstalled equipment, set up a third camera atop pavilion and laid 700 feet of camera cable within four hours. Game was brought to Chicago video fans under sponsorship of Admiral Corp., Chicago.

Facsimile Power Increase Next Month By 'Bulletin' to Widen Coverage Area

POWER INCREASE to 10 kw next month will enable *The Evening Bulletin*, Philadelphia, to extend the reach of its daily facsimile service, which has been in operation since May 5, 1947, management of the newspaper announced last week. The switch to 10 kw power will be made when the new WCAU-FM transmitter begins operation.

The new transmitter, reported to have an effective radiated power of 20 kw, will guarantee excellent facsimile reception in such cities as Atlantic City and Trenton, N. J., Wilmington, Del., and Reading, Pa., according to the *Bulletin*.

At present the *Bulletin* is sending its daily facsimile programs, broadcast between noon and 1:25 p.m., to such out-of-Philadelphia points as Wings Field, Ambler, Pa., the New Hanover airport, and Coatesville, Doylestown and Center Point, Pa. Other cities in the WCAU primary area are expected to receive the newspaper's facsimile service as soon as receivers become available.

Policy of supplying practical facsimile material of use and importance to the community rather than a reproduction of something already available has been adopted by the *Bulletin*-WCAU, according to the management. Comprehensive weather reports and weather maps supplied by the *Bulletin* through its facsimile service are used daily by airports in the Philadelphia area. Another popular feature of the service, the management reports, is the market listings, which are utilized by some of the larger markets.

During the NAB convention at Atlantic City last September the *Bulletin* demonstrated its simultaneous sending technique by which both the visual and audible word can be sent on one transmitter at the same time. This was done on an experimental basis, with FCC permission, inasmuch as present FCC regulations forbid simultaneous sending.

PRINTERS ON RADIO

ITU Presents Its Story —On Chicago Strike—

CHICAGO'S striking printers are presenting their side of the story via radio, sponsoring a program from 9:15-9:30 p.m. CST, Monday through Friday, on WCFL, Chicago Federation of Labor station.

"This is the first time the International Typographical Union has deserted printed media in the presentation of a public relations campaign," said a union official. The show, titled *Meet the Union Printers*, features interviews with ITU officials, stories about the families of striking printers and dramas.

The printers have contended that the six Chicago newspapers involved in the strike have reported news of the controversy "unfairly."

CKEY President Charged With Publishing Libel

JACK K. COOKE, president of CKEY Toronto, and of *New Liberty Magazine*, weekly, Toronto, has been charged by the Alberta provincial government for conspiracy to publish a defamatory libel. An article by Harold Dingman in a recent issue of the magazine, titled "Babies for Export" brought the charge to both Messrs. Cooke and Dingman.

Joseph Sedgwick, Toronto lawyer, and counsel for Canadian Assn. of Broadcasters, has been retained by Mr. Cooke to fight the case. A charge of conspiracy to publish a defamatory libel is considered rare in Canada. The Alberta government, through Attorney-General Lucien Maynard said the charge was based on alleged misuse of the principle of freedom of the press.

WAAT-FM Agrees To Channel Change

Newark Station, Now on Interim Basis, Goes From 274 to 234

WAAT-FM Newark has agreed to shift from Channel 274 (102.7 mc) to No. 234 (94.7 mc) in order to permit accomplishment of the assignments contemplated by FCC in its Bridgeport-Danbury (Conn.) FM decision [BROADCASTING, Dec. 15].

The Commission had modified WAAT-FM's permit to substitute No. 234 for No. 274, so that No. 233 (94.5 mc) might be assigned at Danbury, but provided that the Newark station might have an opportunity to oppose the move in a show-cause hearing if it wished. FCC officials said last week that Bremer Broadcasting Corp., permittee of WAAT-FM, which recently commenced interim operations, had consented but asked to be reimbursed for the expense involved in changing.

Channels 234 and 274 are among those allocated to the New York-Northern New Jersey area. No. 234 had been unassigned and, with No. 233 at Danbury, would have been unusable except in Newark "or some other city in New Jersey equally far removed from Danbury," FCC pointed out. No. 233 was therefore assigned to Fairfield Broadcasting Co. at Danbury on condition that WAAT-FM change to No. 234 and that the Danbury operation be set up to avoid 1 millivolt-per-meter interference to or from WMAS-FM Springfield, WIFM (FM) New Rochelle, N. Y., and WAAT-FM.

Other assignments in the Bridgeport-Danbury case went to Harry F. Guggenheim, Bridgeport, Channel 268 (101.5 mc); Harold Thomas' WNAB Bridgeport, Channel 260 (99.9 mc), and Bridgeport Herald Corp., Channel 248 (97.5 mc).

CCNY to Offer Courses In Radio and Television

RADIO and television job-training courses will be offered during the spring term by the evening and extension division of the School of Business and Civic Administration, City College of New York.

Registration for courses, which will begin Monday, Feb. 16, will be held Feb. 6, 9, 10, 11 and 13 from 6:30 to 8:30 p.m. in the auditorium of the School of Business and Civic Administration, 17 Lexington Ave.

Courses to be offered are: Survey of radio and station practice, radio announcing, scriptwriting, radio workshop, advanced radio workshop, radio broadcast advertising, documentary radio, radio audience research, speech for radio and television, advanced speech for radio and television, television studio operation and program production, television - laboratory production workshop, and workshop in television commercials.

WMIT Wins Power Boost; Two of Three FM Permits Dropped Cite Competition

INCREASE from 200 to 300 kw effective radiated power was granted last week by FCC to Assistant Secretary of the Army Gordon Gray's FM station WMIT, atop Mt. Mitchell, N. C., and authority also was given to move studios from Hickory to Charlotte. WMIT is assigned 106.9 mc, Channel 295.

At the same time the Commission granted requests of three FM permittees to vacate their grants —two because of competition factors—and also issued construction permits for three new noncommercial educational FM outlets.

WMIT last February was granted a studio move from Winston-Salem to Hickory. Mr. Gray is 8.8% owner of the Charlotte News Pub. Co., applicant for a new standard station in Charlotte. He also is sole owner of the Piedmont News Pub. Co., Winston-Salem, licensee of WSJS and WSJS-FM that city. There is a minor overlap in coverage between WSJS-FM and WMIT.

Competition Factor

The Topeka State Journal Inc., which has operated KTSJ (FM) Topeka, Kan., since Jan. 5, 1947, was granted request to vacate its construction permit for the Class B station in view of the uneconomic competition with the other outlets. The *State Journal* owner stated that five AM and three FM stations have been granted in that city and of these three AM and two FM are on the air. It pointed out that competition between the standard outlets is keen and little is left for the FM operations.

The paper further stressed that FM has not been accepted by the people of that area as had been expected and further operation of KTSJ did not appear advisable. KTSJ was assigned Channel 258, 99.5 mc, 33 kw.

The competition factor was cited also by The Associated Broadcasters Inc., licensee of AM station KSFO San Francisco, as reason for giving up its Class B FM permit. Associated stated it has had difficulty regarding construction of its FM station and meanwhile the San Francisco FM situation has changed with eight FM stations on the air and one more nearly ready. The applicant stated it felt the existing outlets meet present needs adequately.

Request Pending

Herman Radner gave up his Class A FM grant for Dearborn, Mich., in view of the unsettled state of his standard station request. He had filed for AM at Dearborn before the war, the application being dropped because of the subsequent wartime construction freeze. Following war he filed for Detroit and the request still is pending the daytime skywave-clear channel decision.

The Radio Council of the State of Wisconsin, which operates WHA and WHA-FM Madison and WLBL Stevens Point, was granted CPs for new non-commercial educational FM outlets at Chilton and Wausau. The Chilton outlet is assigned Channel 210, 89.9 mc, with 34 kw ERP and antenna height above average terrain of 800 ft. The Wausau station received Channel 206, 89.1 mc, 34 kw and 1,090 ft. antenna.

San Diego, Calif., Unified School District received permit for a noncommercial educational station on Channel 219, 91.7 mc, with 3.3 kw and antenna 15 ft.

N. Y. AFRA Elects

OFFICIAL RESULTS of the election of officers of AFRA's New York local were announced last week, with Nelson Case named as president. Other officers elected by the mail ballot were Karl Swenson, 1st vice president; Eugene Loewenthal, 2nd vice president; Joe O'Brien, 3rd vice president; Virginia Payne, 4th vice president; John Neher, 5th vice president; Ben Grauer, treasurer and Anne Seymour, recording secretary.

Arno Huth Will Conduct Seminar Series on Radio

"MASS MEDIA and International Relations" is the title of a new course being offered at the New School for Social Research, New York. Dr. Arno Huth, international broadcasting expert, will conduct the class, which will be given in cooperation with the Department of Public Information of the United Nations.

Broadcasters who will be guest speakers at the class include: Lyman Bryson of CBS, James Lawrence Fly, former FCC chairman, Jack R. Poppele, president of TBA, and A. D. Willard Jr., of NAB. AM, FM, facsimile and television will be discussed in the course sessions, in relation to the uses of these media in international relations.

Leading officials of the UN also will visit the classes as guest speakers. Among those scheduled are: Benjamin Cohen, assistant secretary-general in charge of public information; Byron Price, assistant secretary-general; Peter Aylen, director of the radio division; Jean Benoit-Levy, director, films and visual information division; Wilder Foote, director of the press and public relations office; and Gen. Frank E. Stoner, chief communications engineer.

IT WON'T BE
LONG NOW
AND IT SURE WILL BE
HIGH...
No . . . it won't be long now before WRNL'S great new Radio Center will be ready for broadcast operations. With its breath-taking antennae tower; rising majestically 432 feet over downtown Richmond, and its striking modernistic exterior, WRNL will be one of the outstanding landmarks of the progressive south.
Now . . . plan your advertising budget for the vast and powerful RICHMOND MARKET so that it is channeled through the south's most up and coming radio station.
910 K. C.
RICHMOND, VIRGINIA
WRNL
EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

Hearst

(*Continued from page 42*)

involved, he said. Mr. Stoer stated he has never had anything to do with the production or building up of programs.

Mr. Marks, asking if a station which was 100% commercial could operate in the public interest, was informed by Mr. Stoer that it could. The Hearst Radio executive stated, "I think that it is quite possible . . ." and that the character of programs need not change whether 50% or 100% were commercial. He indicated he did not believe this possible under the present form of sponsorship, however.

Station's Representation

Asked if the 100% commercialism were a possible WBAL policy, Mr. Stoer said he didn't think it would be and indicated he would not permit such a situation at the present time.

Questioned about $78,000 purchase of WBAL representation rights by Edward Petry Co., disclosed earlier in the hearing [BROADCASTING, Dec. 8], Mr. Stoer stated Petry paid $75,000 for International Radio Sales, Hearst Radio unit, and $3,000 prepaid rent. The acquired assets included $55,000 worth of outstanding commissions, he said, and of this amount $29,000 was for business already sold but not collected on WBAL. Mr. Stoer testified that Mr. Petry had indicated he was interested only in WBAL and had asked that the other stations represented by International Radio Sales be turned over to other firms.

HOMES-PER-DOLLAR calculator, devised by WGN Chicago sales promotion office as a service to salesmen, captures the interest of Walter Preston (center), station's new commercial program director. Explaining WGN's various research facilities, including the Chicago and Milwaukee Hooperatings and NRI reports, are William C. Meyers (l), sales promotion director, and Donald A. Getz (r), coordinator of research services.

Hearst Loans Questioned

Mr. Marks then questioned about certain Hearst loans in years past for which Hearst Radio stock was employed as collateral. Mr. Stoer recalled a $6,000,000 loan by the First National Bank of Boston and another for $8,500,000 by the Bank of New York. He said $250,000 had been borrowed from the Chase National Bank, New York, when WBAL switched to 50 kw in 1940.

When asked by Pearson-Allen counsel if he recalled formation of the voting trust Mr. Stoer stated he did and that he had nothing to do with it. He said he presumed Mr. Hearst established the trust. Mr. Stoer also indicated he was not fully familiar with the other Hearst operations.

The Hearst Radio executive declined to estimate cost of operation for television at Mr. Dempsey's inquiry as he said there is no basis to find out. Mr. Stoer stated that "on a good television service" WBAL would consider it "very lucky to get off with a quarter-million loss for the first year and more the next." He said WBAL was prepared to carry on since "we have put in almost a million dollars."

No Answer on TV

Asked whether Hearst would continue with TV in Baltimore should WBAL not be renewed, Mr. Stoer stated that would be a decision for the Hearst Radio board of directors.

John E. McCoy, FCC counsel, posed three queries to Mr. Stoer about Mr. Hearst: Does he have any personal relations to WBAL?; has he ever offered any instruction regarding the station, and has he ever expressed any interest in WBAL? To each Mr. Stoer answered, "No."

When Mr. Marks pressed for full minutes of the Nov. 13 directors' meeting at which Mr. Burke was elected a vice president, Mr. Dempsey said that excerpts already in the record were sufficient explanation. The WBAL counsel stated the board action was upon his recommendation to dignify by title functions already being done. This embodied the integration idea of FCC's Joseph Henry ruling, he said. Comr. Hyde ruled that the minutes be introduced to permit full evidence.

The minutes showed that Mr. McCabe presided over the meeting, at which Mr. Stoer was not present, and requested the board to consider creation of a "Committee on Operations" for the purpose of "maintaining a close supervision on the management and control of the radio stations owned by this corporation, and to define" powers and duties of committeemen. The committee was voted to be composed of Mr. Stoer, Mr. Burke and Gaston W. Grignon, who also was named a vice president, in charge of WISN, station he manages.

In addition to supervising ordinary operation of WBAL and WISN, the committee will report and recommend "such matters as in its opinion will promote the service rendered by the stations under its control to and for the benefit of the public."

It was indicated by both counsels that engineering testimony would be offered after the present proceeding.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

Charles A. Simpson

CHARLES AUSTIN SIMPSON, announcer for WCSC Charleston, S. C., died of a heart attack Jan. 6 in Asheville, N. C., at the age of 38. He had stopped overnight in Asheville after spending a week's vacation in Chattanooga. Before joining WCSC in 1942 Mr. Simpson had worked for stations in Chattanooga, Knoxville, Jacksonville, Miami, Portland, Ore., and Youngstown, Ohio. He is survived by his wife, Mrs. Velma Simpson, who is an organist at WCSC, a brother and a sister.

Open Mike

(*Continued from page 70*)

CASTING on Maj. Gen. Alexande D. Surles headed "Lost: A Radi Friend." It made me happy to se this well-earned tribute paid Gen eral Surles. I can testify fro my own personal knowledge a to the accuracy of your editorial I think to a most unusual degre General Surles did understan the powerful import of radio an how most effectively to use it i the waging of the total war.

Luther L. Hill
General Manager
The Register and Tribune
Des Moines 4, Iowa

Editor's Note: Brig. Gen. Hill was assistant chief of the Army's Bureau of Public Relations during the latter part of World War II, is a West Point graduate, and served also in World War I.

* * *

EDITOR, BROADCASTING:

As I prepare to leave the government after nearly five years, I'd like to express my personal appreciation for the treatment BROADCASTING has given me personally and the recognition the magazine has accorded the very important international broadcasting operation. I hope, along with many others, that international radio settles into the groove where it can be most useful to the country, and, at the same time, becomes the most proper medium for expressing American policy and reflecting American opinion and life to peoples of other countries.

My best wishes to you for 1948.

Kenneth D. Fry, Chief
Int'l. Broadcasting Div.
OIE, Dept. of State
Washington, D. C.

* * *

Cites Dignitaries Who Backed WJOL

EDITOR, BROADCASTING:

. . . I was very disappointed and surprised at the article regarding the WJOL hearing [BROADCASTING, Dec. 22]. . . .

. . . I consider the report of the hearing to be entirely misleading. I think the article puts the station in a bad light, whereas I have the

WJHP POWER PROMOTION PROGRAMMING PAYS OFF!

IN JACKSONVILLE, FLORIDA
. . . the fast-growing area serving North Florida and Southern Georgia

5000 WATTS FULL TIME

Represented Nationally by
JOHN H. PERRY ASSOCIATES

NEW YORK CHICAGO PHILADELPHIA
DETROIT ATLANTA

backing of every reputable organization in town.

Now for the article: Representative Fred Busby did not enter into the hearing in any way, nor did he hear the case. The article failed to state that former Police Chief Ernest E. Overby was discharged from the force. The article failed to state that one former employee had remarked to individuals in Joliet that he was going to do everything possible to injure the station. This was proven at the hearing. The article failed to state that the FCC refused to let another former employee testify after examining him. The article failed to state that the following testified in behalf of the station: Superintendent of schools, president of the Assn. of Commerce, director of the CIO, head of the AFL, pastor of the largest Catholic church in Joliet (incidentally, this town is 62% Catholic), head of the Will County Manufacturers Assn., athletic director of the Catholic High School, and some of the most reputable businessmen in Joliet.

I am proud of this station. The citizens of Joliet are proud of it, and we feel that the FCC should be proud of it, too. Not an iota of evidence was produced in the hearing to back any charges made against the station.

Having been a BROADCASTING fan for a long time and familiar with your policies, I felt you would be interested in knowing the facts.

R. L. Bowles
Manager
WJOL Joliet, Ill.

KLEE Opens Jan. 15

KLEE, Houston 5 kw fulltime outlet on 610 kc, is slated to go on the air on or about Jan. 15. W. Albert Lee, Houston businessman, is licensee. Ray E. Bright is general manager, Winthrop Sherman program director [BROADCASTING, Nov. 3, 1947].

AMERICAN CABLE & RADIO Corp. and its subsidiaries have announced their consolidated net loss before special credits was $1,835,751 for first nine months of 1947. Special credits described in income account, aggregating $735,490, reduced this loss to $1,100,261, which compares with consolidated net loss of $482,609, for same period in 1946.

Announcers Are Professional

(Continued from page 20)

testified as to the personality and showmanship qualifications required of announcers, and their importance in the sale of products. He cited wage scales at a 250-w Washington station where announcers with base salaries ranging from $60 to $250 a week receive actual pay ranging from $200 to $450. Union scale is $60.

Ivar H. Peterson, NAB attorney, distinguished between definitions of "professional" under the Taft-Hartley Act and the WHD rules, citing objectives of the definitions. He said adoption of the Taft-Hartley definition in the Wage & Hour Act would relegate professionals to a lower status and classify them with ordinary manual workers.

F. Merrill Lindsay, general manager of WSOY Decatur, Ill., explained how station managers select and classify announcing personnel, contending the qualifications required put such personnel in the professional category. He detailed the station's methods in hiring and developing announcers, and said smaller stations provide a training ground for large stations.

Robert T. Mason, president of WMRN Marion, Ohio, reviewed the growth in the professional stature of announcers. He recalled the rapid increase in the number and quality of university radio courses, supporting similar testimony by Mr. Brown.

Mr. Mason detailed the day-to-day duties of farm editors, news editors and home economists to show the professional skills required. He reminded that many station employes operate as one-man departments.

Pengra Gives Views

Marshall H. Pengra, general manager of WATO Oak Ridge, Tenn., and former general manager of KRNR Roseburg, Ore., told of the rapid increase in the number of stations, especially in the small market field. Versatility in employes is vital to small stations, along with acceptability on the air, he said.

Mr. Pengra and Mr. Brown explained to Chairman Weiss that news editing is not a fast scissors-and-paste operation but requires judgment and ability.

The proposed WHD rule, on which the hearing was based, would exempt broadcast personnel from overtime provisions if more than 80% of their work is of a professional nature. Mr. Weiss noted that exemptions, in most cases, must be on an individual basis. He questioned the professional status of control-room operations by announcers, but NAB said it did not ask exemption from overtime of many of these duties.

Heller Testimony

Mr. Heller, appearing Thursday for AFRA, argued that announcers are not professional people. Asked by the chairman if he thought top announcers such as Ben Grauer were professionals, he said yes if they function as m.c.'s or actors, but not in the case of straight announcing. Much of the work of the typical announcer is merely routine, he said, including station breaks, time signals, reading spots, picking up newscasts from the teletype, etc.

AFRA fears, he said, that stations will work announcers 50 to 60 hours a week if they are classed as professionals. Any actor, whether a Broadway star or village ham, is a professional, he explained, when the chairman asked about the distinction between an actor reading lines and an announcer reading lines. As to sponsors, he said they choose announcers merely for their style of reading.

FOOD FOR THOUGHT

Farm Editor Gets Inspiration From KFEL Acres

PURCHASE OF a 160-acre farm and leasing of additional office space by KFEL Denver, MBS affiliate, was announced last week by Gene O'Fallon, general manager.

As part of general expansion program recently launched by the station, farm, located 14 miles of Denver, will be used by KFEL's farm reporter, Gus Swanson, as a sort of "inspiration ground."

Station has also leased additional hotel rooms in the Albany hotel, a downtown hostelry housing the station's studios and offices. Move means greater space and working conditions for sales, music, promotion and continuity departments, Mr. O'Fallon said.

In line with this phase of expansion, KFEL's engineering department has completely streamlined and re-decorated its "Hopi" studio, installing two late model RCA transcription turntables.

AD CLUB GIVES RULES FOR PROGRAM CONTEST

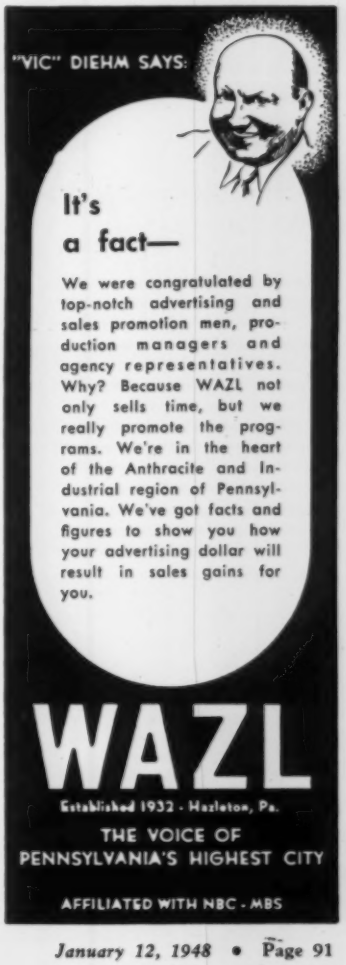
CASH PRIZES of $100 and $200 will be given to the women who originated, planned or wrote the most unusual radio programs during the past year by the Women's Advertising Club of St. Louis, which is sponsoring the fourth annual Erma Proetz Award.

Entries should consist of platters accompanied by scripts, although contestants may also add supplementary material on promotion. Also acceptable are direct mail, newspaper, magazine, television and other media material. Five nationally known advertising authorities will judge the entries on originality, timeliness, soundness of appeal, good taste and overall effectiveness in achieving the stated objectives.

Winners will be announced at a luncheon in St. Louis next spring. Closing date for entries is April 10, 1948. Entry blanks may be obtained from the president of any ad club in the nation or by writing direct to Mrs. Robert A. Willier, Women's Advertising Club, 706 Chestnut St., St. Louis 1, Mo.

RECORD DEALERS Assn. and Appliance Dealers Assn., both of Philadelphia, have entered into new two-year trade agreements with WPEN Philadelphia for promotional tie-ins. One new amendment to contract is cooperative television clause which gives WPEN the right to set up all video broadcasting arrangements for the associations.

QUARTER CENTURY OF COMMUNITY SERVICE


"VIC" DIEHM SAYS:
It's a fact—
We were congratulated by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but we really promote the programs. We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.
WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

Miller First Witness

(Continued from page 13)

stories of the difficulties faced by FM stations and networks because the AFM president has chosen to prevent duplication of network programs and to limit FM networking of music.

Bill Bailey, FMA executive director, will present the case in chief for that association. Everett Dillard, president of FMA and Continental (FM) Network, will appear as a network witness and lay that story before the committee. FM station owners scheduled to testify are Leonard Asch, WBCA Schenectady, a long-time FM commercial station; Raymond F. Kohn, WFMZ Allentown, Pa., and William E. Ware, KFMX Council Bluffs, Iowa.

At the weekend it appeared industry witnesses would continue on the stand Friday and perhaps Saturday. No session will be held Thursday.

Slated for Monday, the 19th, is the appearance of the AFM ruler. He was not asked to appear before that time because of his Jan. 14 date in U. S. District Court with Judge Walter LaBuy. At that time Judge LaBuy is expected to hand down his decision in the trial of Mr. Petrillo on a charge of violating the Lea Act [BROADCASTING, Jan. 5]. In case of a guilty verdict, Mr. Petrillo faces possible sentence of a year in jail and $1,000 fine. If found not guilty, he goes free inasmuch as no appeal is permitted from an acquittal.

Sydney M. Kaye, legal counsel, and Verne Burnett, public relations counsel of the Industry Music Committee were to take part in a series of advisory meetings at NAB headquarters over the weekend. The committee represents all phases of the industry.

Tuesday Meeting

The group's Executive Committee held a preliminary meeting in Washington last Tuesday, going into the problem of preparing the industry's case. Most segments of broadcasting were caught short by the House committee's hearing notice. As a result, the case is being prepared in great haste. The executive group decided that each segment of the industry committee should name its own witnesses and prepare its own case.

Some difficulty was encountered last week in lining up witnesses representing individual firms, both because of the short time available and the problem of finding business operators willing to defy the AFM president by telling their stories in the spotlight of the committee room.

Rep. Kearns threw a jolting blow at broadcasters Thursday when he proposed that broadcasters and juke box owners pay "token revenue" to Petrillo's union. He offered the plan as a means of bringing about music peace (see separate story this page).

Resolution attacking the Petrillo ban on phonograph records was made public last week by National Electrical Wholesalers Assn. The resolution notes that livelihood of thousands of persons in the manufacturing industries is threatened along with business of wholesalers and retailers and public enjoyment of music. The association expressed its "vehement disapproval" and called it "an arbitrary and wholly unjustifiable attack on the American standard of life and the freedom of the American people to live their democratic lives subject only to laws passed by their freely chosen lawmakers and not to the fiat of the private individual."

Chairman Hartley's statement announcing opening of hearings issued last Monday, follows:

Hearings will commence in the Caucus Room of the Old House Office Bldg. on Tuesday, at 10:30 a.m., Jan. 13, with respect to the bans issued and threatened to be issued by James Caesar Petrillo of the American Federation of Musicians affecting the following industries:

Radio broadcasters (both AM and FM), television broadcasters, radio manufacturers, recording and transcription companies.

These hearings will be legislative in character. Officials of the American Federation of Musicians and the above mentioned organizations and others will be given an opportunity to present all the issues involved in this interruption of service so important to the general public.

The object of the Committee will be to determine whether or not additional legislation is necessary to prevent such an empasse.

Not Expelled Yet

ON THE EVE of the House Labor Committee's investigation of the AFM and James C. Petrillo, which was brought on mainly by his subcommittee's critical report, Rep. Carroll D. Kearns (R.-Pa.) received a card renewing his membership in the union until 1951. The congressman, who is a member of AFM Local 480 in Greenville, Pa., was pleased to note that he hadn't been expelled yet.

Musicians' 'Token Revenue' Plan Is Suggested by Kearns

A "TOKEN REVENUE" paid by radio stations and juke box owners as a means of financing a welfare fund for musicians was proposed last week by Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor subcommittee which has been conducting an investigation of the AFM and its president, James C. Petrillo.

Mr. Kearns said he planned to authorize such payment by introducing a bill to change the copyright laws to allow musicians to collect a royalty each time their records are played commercially.

Asked about the amount of the royalty and whether it would approximate a cent a record, the congressman said he had not worked out the mechanics as yet and could not state a specific amount. But he stressed the fact that it would "not be heavy."

Not Against Radio

The Pennsylvania Republican said his main complaint was not against radio stations, but against the juke box industry, which he said made huge profits off the talents of musicians who gain no further revenue once they have made a recording. He stated that he didn't believe any station in the country would object to a small "token" payment in exchange for the use of recordings.

According to Representative Kearns, his plan would not make records cost radio stations any more than they did up until Dec. 31, when the union financed its welfare fund through collection of royalties from record makers. The amount has been estimated at 2 to 2½ million dollars. Since the manufacturers will no longer have this expense, he explained, they can sell records cheaper to stations, who in turn can pay their own royalties at no greater total cost.

Payments by stations and juke box owners, under the Congressman's plan, would be made directly to the bands and leaders involved and they in turn would pay the union a specified amount for its welfare fund. There would be no policing or check made on the exact number of times a record is played, according to Mr. Kearns, but instead a mutual agreement would be worked out between the parties concerned.

Mr. Kearns said he thought his plan would encourage better relationship between the union and stations, since music contributes much to the success of radio. He said it might even encourage the union leader to call off his recording ban which went into effect Dec. 31.

The new bill, if adopted, would limit stations and juke boxes to records marked "for commercial use only." The royalty would be paid the musicians each time their record is played. The Congressman said he did not think his bill would contain any violation of the Taft-Hartley law.

Mr. Kearns said his legislation would be separate from any amendments to the Taft-Hartley law which might be adopted as a result of the hearings which start tomorrow (see separate story page 13).

CJBC, CFRB Switch

CJBC Toronto, and CFRB Toronto, will switch frequencies on July 1 at the same time that both stations will go to 50 kw, it was announced Jan. 5 by A. D. Dunton, chairman of the board of governors of Canadian Broadcasting Corp., following consultation with CFRB. CJBC will move from 1010 kc to 860 kc and CFRB will move to 1010 kc. CRFB is first Canadian independent station to have been given a 50 kw authorization. BROADCASTING on Dec. 15 forecast moving date of two stations.

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

CARMELL—CONFIDENT OF VICTORY

Has No Plan Yet Beyond Decision

—By Judge LaBuy—

JAMES C. PETRILLO, president of the AFM, will not go to Washington tomorrow (Tuesday) for the beginning of the House Labor Committee's hearings on his various bans, according to Dan C. Carmell, his attorney.

Although the committee invited the AFM czar to attend the opening session, he has decided to remain in Chicago until U. S. District Judge Walter LaBuy hands down his decision Wednesday in the WAAF Chicago strike case, Mr. Carmell said.

The attorney explained that no subpoena has been issued for his client and, moreover, the committee has stated publicly that industry testimony regarding the record and other bans will be taken first.

Asked if he planned an appeal in the event Judge LaBuy ruled against the union head, Mr. Carmell said he had "no such plan," adding he would be "very disappointed if I don't win the WAAF case."

Mr. Petrillo was alleged to have violated the Lea Act when he called a strike at WAAF in May 1946. Later that year Judge LaBuy dismissed the government's case against the AFM president on the ground the act was unconstitutional.

On appeal, the U. S. Supreme Court last year held the act constitutional and called for a retrial of Mr. Petrillo. The second trial before Judge LaBuy ended Jan. 2, but the jurist decided to take 12 days to arrive at a new decision.

Rustlers Beware!

CEDAR RAPIDS, Iowa, police found radio to be a valuable deputy for squelching the activity of modern cattle rustlers. When two stock owners near Wheatland, Iowa, heard a WMT Cedar Rapids newscaster state that police were holding two men suspected of attempting to sell stolen cattle, the farmers proceeded to count their herds and discovered some missing. So they rushed over to the Wilson Co. stockyards and identified the stolen animals as theirs, thus enabling police to press charges against the suspects.

NBC Installing

(*Continued from page 17*)

experimental basis.

After the WBAL transmitter is operating NBC engineers will determine the best means of connecting Baltimore with Washington, some 40 miles away, Mr. Hanson said. It may be, he explained, that satisfactory service can be obtained by a direct pickup and rebroadcast of the WBAL signal by WNBW, NBC's video outlet in Washington, or it may be better to beam the signal by microwave from one city to the other, either directly or via an intermediate tower.

Mr. Hanson said that because of lack of equipment at this time only a one-way circuit is planned, running south from New York to Washington. The direction could be reversed by a day's work, he said, if this is warranted. Asked if NBC plans to make the service two-way when the appartus becomes available, Mr. Hanson repeated his earlier statement that NBC does not wish to enter the network facilities business.

Ford Is Sued

THE FORD MOTOR CO., Henry Ford 2d, and executives of several affiliated companies were sued for $251,100,000 last week by Harry Ferguson Inc., Detroit manufacturer of farm implements and equipment. The suit, which charges Ford with infringement of Ferguson patents, was filed in the U. S. District Court of the Southern District of New York on Jan. 8. It is described as one of the largest civil suits on record.

Industry Promotion

(*Continued from page 15*)

status of broadcasting research, observing that diary studies are increasing. He told of action taken at the Research Committee early in the week (see separate story page 14).

Reporting for the television subcommittee, Mr. Thomas said 19 TV stations are on the air, with the total scheduled to reach 137 within 18 months. Some 200,000 sets are in circulation, he said, with the total to reach a million by the end of 1948.

Attending the meeting, besides Chairman Thomas and Messrs. Gray and Gulick, were Ray Baker, KOMO Seattle; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth. John W. Kennedy, WHAM Rochester, was present on Friday. Harry R. Spence, KXRO Aberdeen, Wash., attended as board liaison member. Associate members present were Joseph Hershey McGillvra, of Joseph Hershey McGillvra Inc., and George Brett, Katz Agency. Hanque Ringgold, Edward Petry & Co., was scheduled to attend the Friday session. Harold Soderlund, KFAB Omaha, attended as a member of the advertising agency recognition subcommittee.

The following subcommittees were appointed:

Advertising Agency Recognition Bureau—Ray Baker, KOMO Seattle, chairman; Harold Soderlund, KFAB Omaha; Joe Matthews, WIRK W. Palm Beach.

Sales Practices—John W. Kennedy, WHAM Rochester, chairman; John M. Outler, WSB Atlanta; Craig Lawrence, WCOP Boston; John Toothill, Burn-Smith Co.; J. Robert Gulick, WGAL Lancaster.

Sales Promotion—Odin Ramsland, KDAL Duluth, chairman; Sam Levitan, WMIN Minneapolis; Edward Shurick, Free & Peters; Joseph Creamer, WOR New York; Louis Hausman, CBS; Hugh Higgins, NAB.

Retail Advisory—J. Robert Gulick, WGAL Lancaster, chairman; Gordon Gray, WIP Philadelphia; Joe DuMond, KXEL Waterloo, Ia.; Edwin Mullinax, WLAG LaGrange, Ga.; William R. Alford, WSYR Syracuse; Gerald Boyd, WPAY Portsmouth, O.

Television — Eugene Thomas, WOR New York, chairman; John H. McNeil, DuMont; Raymond R. Kraft, WNBC-TV New York; G. Emerson Markham, WRGB Schenectady; George Moscovics, WCBS-TV New York.

Over-All Industry Promotion—Gordon Gray, WIP Philadelphia, chairman; Odin Ramsland, KDAL Duluth; Arthur Hull Hayes, WCBS New York; J. Robert Gulick, WGAL Lancaster.

New RCA Console

RCA Victor has announced the first completely paneled, all-mahogany-front in its Crestwood series of radio-phonograph console combinations. Period cabinet styling has been adopted for the model, initial shipments of which are on their way to distributors. RCA's suggested retail price is $495.

WILLIAM H. RIDINGS, who produces and serves as moderator of "Rod and Gun" program on WLAW Lawrence, Mass., is forming junior hunting and fishing clubs in the area with members ranging from 10 to 16 years old, and will have members as guests on some of his programs.

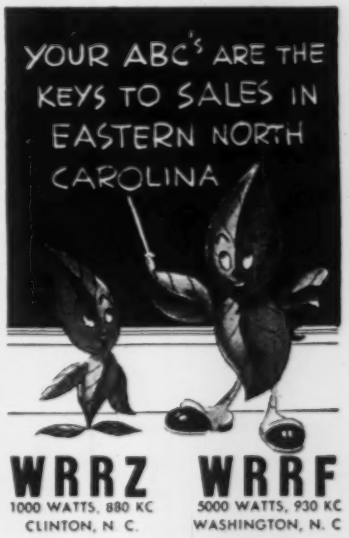
WFIL GIVES REPORT ON AM, TV, FM, FAX

WFIL Philadelphia last week reported it had spent more than $2,000,000 on expansion of facilities in the last 22 months and now boasts of being the first station in the country to offer to the public the four-way service of AM, FM, TV and facsimile reproduction.

Since the station was bought by Walter H. Annenberg, editor and publisher of *The Philadelphia Inquirer* on March 1, 1946 at an announced price of $1,900,000, expansion has included not only AM and FM improvements but also inauguration of TV and regular facsimile transmission.

In a few weeks, a new building adjoining The Arena, indoor sports center recently purchased by Triangle Publications, Inc., parent organization of *The Inquirer*, will be completed and will house all of WFIL's video facilities. It is said to be the first unit built exclusively for television in this country. A new $750,000 AM transmitter, located in Whitemarsh Township, also is nearing completion.

TRYGVE LIE's New Year's Day message was broadcast throughout the world, first on MBS Dec. 31, and on Jan. 1 on "United Nations Today" over the Networks for Peace, and by shortwave. The secretary general of the United Nations broadcast with Arthur Gaeth, in the regular weekly United Electrical, Radio and Machine Workers of America program, on Mutual.



WRRZ 1000 WATTS, 880 KC CLINTON, N. C.

WRRF 5000 WATTS, 930 KC WASHINGTON, N. C.

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

710 KC **KURV** EDINBURG-TEXAS KURV-FM COMING

Covering a METROPOLITAN AREA AT A *SUBURBAN* **RATE** *with*

"ASK FORJOE"

NEWS-MUSIC-AGRICULTURAL PROGRAMS BUILT FOR RIO GRANDE VALLEY LISTENERS
LOUIS AIKEN, JR., General Manager

White Bill

(Continued from page 13)

stomach disorder, has been at the Bethesda (Md.) Naval Hospital for the past week for a checkup, and the date of the committee meeting will depend upon his return. It was thought that he might be back at his desk this week but it was not known whether it would be possible to hold the meeting which has been tentatively scheduled for Thursday (Jan. 15). The next regular meeting day would be Jan. 22.

NAB's Legislative Committee in its day-long session undertook a section-by-section analysis of the redrafted bill (published in full text BROADCASTING Dec. 29, 1947). The disposition was to favor a return to the present version of Sec. 326, which reads:

Censorship; Indecent Language

Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication.

The proposed new version of Sec. 326:

Censorship; Free Speech

Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication or source of the material to be broadcast: Provided, That nothing contained in this Act shall be construed to limit the authority of the Commission in its consideration of applications for renewals of licenses to determine whether or not the licensee has operated in the public interest.

Although the full Senate committee was expected to follow generally the recommendations of the seven-man subcommittee which unanimously approved the revised version of the bill, Washington observers were not inclined to discount the possibility that some of the full committee members might have ideas of their own with respect to specific sections. Sen. Charles W. Tobey (R-N.H.), second ranking member of the committee, for example, might suggest changes in the anti-trust section or other provisions.

Would Follow White

Similarly there was the possibility of amendments from the floor, even though it was generally felt that a majority of the Senate would follow Sen. White on any reasonable legislation—for sentimental reasons, if nothing else, since the veteran Republican leader plans to retire at the end of this session of Congress.

Regardless of the version which finally may be passed by the Senate, industry representatives appeared determined to carry over into the House, if necessary, their fight against any provision giving FCC authority over programming or business matters, or against any other provision of the final Senate bill which they consider detrimental to broadcasting.

NAB President Miller, in his provocative testimony last June, condemned the original bill in many respects but emphasized his unalterable objection to the provision which would vest in the Commission what he characterized as control of programs: i.e., censorship.

In the House—where Evan Howell (R-Ill.), former head of the House radio subcommittee, had planned to introduce a radio bill which he felt would be more acceptable to all concerned than was the original White bill and its companion HR-3595, introduced in the House by Rep. Charles A. Wolverton (R-N.J.)—authorities reported that the radio legislative outlook "hasn't jelled yet."

With Mr. Howell's appointment as Judge of the U. S. Court of Claims last July, he was expected to be succeeded in the radio subcommittee chairmanship by Rep. Leonard W. Hall (R-N.Y.), who ranked next to him on the subdivision. No formal designation to the top position had been made last week though it was felt that an appointment would be announced by Rep. Wolverton, chairman of the full committee, within the next 10 days or two weeks.

Would Oppose Expansion

Rep. Hall, regarded as one of the sparkplugs of the House committee, has favored past legislation looking toward an investigation of FCC and would be expected to continue to oppose an expansion of the Commission's authority, although he was out of town last week and unavailable for comment on the subject.

In the NAB group's general discussion of the revised bill, these conclusions were indicated:

1. A seven-man Commission should be retained, but with no mandatory division structure, leaving that to the discretion of the Commission itself;

2. If divisions are created, they should be autonomous, with no appeal from one division to the full Commission, on the ground that this would prove less cumbersome and would prevent members of one division from meddling in the affairs of the other;

3. The chairman should be designated by the President, as under present law, rather than have a rotating chairmanship as proposed in the redrafted White Bill.

With respect to the organization of the Commission, NBC reportedly is disposed to favor a five-member broadcast panel (division), feeling that the volume of broadcast work justifies at least that quota.

CBS Brief

CBS, in the brief submitted to Sen. White's committee by Joseph H. Ream, the network's executive vice president, found serious fault with both the proposed censorship section (326) and the proposed new section on "Indecent Language; False Statements" (333).

The revised Sec. 326, Mr. Ream said, "would have the effect of a statutory confirmation of the FCC's Blue Book and other excursions into the programming field." He suggested "letting the law stand as it is now" on this point because a composition of widely differing opinions seemed impossible at this time. The present law's Sec. 326 should be retained and the proposed Sec. 32 would become unnecessary, Mr. Ream advised.

CBS proposed the addition of an other Sec. 333:

Nothing in this Act shall be understood or construed to give the Commission power to regulate the business of a licensee of any radio broadcasting station, and no regulation or order shall be promulgated or issued, nor any action taken by the Commission relating to the business management or policy of such licensee and such matters shall not be inquired into or considered in any proceeding or action: Provided, that nothing in this section contained shall be deemed to invalidate or nullify any rule or regulation relating only to stations engaged in network broadcasting and promulgated by the Commission prior to Jan. 1, 1948.

Mr. Ream expressed himself as "pleased with the reworking of the anti-trust section of the present Act" so as to eliminate the "double-jeopardy" aspects, and he endorsed the proposal to divide the Commission into panels separately dealing in broadcasting and common carrier and special service functions.

May Endorse

Though FCC may be expected to endorse the industry-opposed Sec. 326 giving it the right to review programming in passing on renewal applications, there are some portions of the revised measure which it admittedly would find distasteful. Most notable is the proposed section forbidding Commissioners named after Jan. 1, 1948 to accept employment, during the term for which they were appointed, with persons subject to the Communications Act, and also forbidding FCC professional employes to "represent in any capacity," for one year after leaving the Commission, any person within FCC jurisdiction. A virtual wave of resignations from the staff is expected if enactment of this provision becomes imminent.

At the NAB committee meeting, committeemen present included Paul Miller, Gannett Newspapers and stations WABY Albany, WHEC Rochester, WENY Elmira and WHDL Olean [minority], N. Y., WTHT Hartford, Conn. and WDAN Danville, Ill.; Wilt Gunzendorfer, KROW Oakland; William B. Dolph, WMT Cedar Rapids; Joseph C. Burwell, WMBS Uniontown, Pa.; Don S. Elias, WWNC Asheville, N. C.; Glenn Snyder, WLS Chicago; E. K. Hartenbower, KCMO Kansas City. Chairman J. Harold Ryan, WSPD Toledo, was unable to attend because of illness in his family.

The two board liasion members, Clair R. McCollough, WGAL Lancaster, Pa., and C. Bruce McConnell, WISH Indianapolis, also were absent.

Attending as invited observers were Kenneth L. Yourd, CBS; Joseph A. McDonald, ABC; Robert D. Swezey, MBS; Louis G. Caldwell, Washington radio attorney; Charles R. Denny, Frank M. Russell, NBC. Participating for NAB were President Miller; A. D. Willard Jr., executive vice president; Don Petty, general counsel; Robert K. Richards, director of public relations.

Radio in Budget

KELLER MOTORS Corp., Huntsville, Ala., has appointed Buchanan & Co., New York, to handle all national newspaper and magazine advertising for the Keller automobiles. Advertising plans also include radio in the near future. Car company plans to start producing cars priced at $895 and up.

IN ATLANTA IT'S
WCON
THE ATLANTA
CONSTITUTION STATION
ABC
NATIONAL
REPRESENTATIVES
HEADLEY-
REED
COMPANY
Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.
WCON
5000 WATTS • 550 KC

REVISED WHITE BILL was chief topic at Monday meeting of NAB Legislative Committee. Participating were (l to r): Don Petty, NAB; Joseph A. McDonald, ABC; Paul Miller, Gannett Newspapers; Kenneth L. Yourd, CBS; Louis B. Caldwell, Washington radio attorney; Robert D. Swezey, MBS; Justin Miller, A. D. Willard Jr., NAB; Wilt Gunzendorfer, KROW Oakland; William B. Dolph, WMT Cedar Rapids; Joseph C. Burwell, WMBS Uniontown, Pa.; Don S. Elias, WWNC Asheville; Glenn Snyder, WLS Chicago; Charles R. Denny, NBC; E. K. Hartenbower, KCMO Kansas City.

100 Will Attend RMA January Meet

Television and FM Top Agenda Of Chicago Session

INDUSTRY PROMOTION of television and FM will be first on the agenda when RMA holds its Mid-Winter Conference in Chicago Jan. 20-22. More than 100 members of the association will attend the meeting, which will include sessions of the board of directors, the various division executive committees, and several sections and committees of the organization.

Among major programs to be considered is the "Radio in Every Room" campaign, under the direction of the RMA Advertising Committee, of which Stanley H. Manson, Rochester, N. Y., is chairman. The 1948 national Radio Week will also be discussed as well as plans to cooperate in the joint industry action against the action of James C. Petrillo and the AFM.

The RMA Service Committee, under the chairmanship of W. L. Parkinson, Syracuse, N. Y., will present an industry plan to provide better radio service to the public. Major group meetings will be those of the Division Executive Committees on Jan. 21, including the Set Division, under Paul V. Galvin, Chicago; the Parts Division and its section chairman, under J. J. Kahn, Chicago; the Amplifier and Sound Division, under Fred D. Wilson, St. Charles, Ill.

Jose Sentmanat Named Radio Director for Cuba

JOSE J. SENTMANAT has been appointed director of radio in Cuba succeeding Nick Mendoza, who resigned recently to return to private law practice. Mr. Mendoza was chairman of Cuba's NARBA delegation and had headed his country's group at the Atlantic City conferences this fall.

In other changes in the Cuban radio set-up, Guillermo Morales, who has been associated with treaty work for many years, moves up to the number two spot formerly occupied by Mr. Sentmanat, and Mariano Durland, veteran Cuban broadcaster and delegate to international conferences, takes over Mr. Morales' former duties.

Foreign Language Cancellation Draws Fire of New Committee

RESOLUTION protesting cancellation of foreign-language broadcasts by WBNX Bronx, WNJR Newark, and WJBK Detroit was filed with FCC last week by the newly-formed Committee to Save Foreign Language Broadcasts, of New York.

The resolution called upon FCC, NAB, and the FM Assn. "to take action for the reinstatement of the cancelled programs" and asked that the city councils of the three cities condemn the station's policy with respect to such broadcasts.

A news release accompanying the resolution said the Committee, formed at an "emergency conference" Dec. 13 by "29 organizations," was "authorized to take the battle into the courts, if necessary."

The "emergency conference" was sponsored by the American Committee for Protection of Foreign Born, of which Rev. John W. Darr Jr., is chairman of the board.

Stanley Faulkner, counsel of the Voice of Freedom Committee, was quoted as demanding in a speech at the meeting, that the licenses of the three stations be revoked or that the stations be compelled, "under the terms of their licenses, to restore foreign language programs."

One resolution, according to the release, called for a "broad campaign to inform radio audiences and the public generally 'as to the facts and meaning of the discriminatory policy and practices with respect to foreign-language radio programs.'" The release said it was also decided to work for "a broad conference of civil and fraternal organizations, labor unions, national group and community bodies, to eliminate discriminatory practices in radio broadcasting and to secure equal opportunities in the use of radio facilities."

It was estimated that 20,000,000 persons "regularly hear foreign language programs broadcast by the 150 stations which specialize in such broadcasts."

FCC's reaction reportedly was undetermined. It could (1) merely acknowledge receipt of the protest, or (2) ask the Committee for further information and ask the stations for their side of the dispute.

HOME SHOW ON TV

Furniture Market Televised For First Time

FURNITURE MARKET was televised for the first time in history Wednesday when WBKB Chicago moved two field cameras into Chicago's Merchandise Mart for a two-hour telecast of the International Home Furnishings Show.

Eight exhibits on four floors were covered. One camera remained at the 16th floor headquarters of the W. A. Tomlinson Furniture Co., where the main show was in progress. The other was trundled between the 18th, 14th and 11th floors to televise exhibits of Simmons mattresses, Bigelow rugs, Revere Copper-ware, Hotpoint appliances, Lightolier lamps, General Electric products, and Easy washers (in operation).

Interviews were conducted at various points by Jack Brickhouse, freelance announcer. Joseph P. Kennedy, former ambassador to Great Britain and owner of the Merchandise Mart, show sponsor, was among those presented.

Several big State St. stores had video sets tuned in for the occasion. Carson, Pirie, Scott and Co. had receivers scattered throughout the store and in windows so that hundreds could view the event.

Don Cook, WBKB field director, reported that 4,200 feet of cable was required to televise the show. A portable transmitter was planted on the Mart's roof and a mobile control unit in the garage on the ground floor.

W. AVERELL HARRIMAN, Secretary of Commerce, will be guest speaker at 11th anniversary dinner of National Assn. of Public Relations Counsel Inc., Feb. 3 at Waldorf-Astoria, New York. Last year's public relations awards will be presented during the dinner [BROADCASTING, Dec. 29].

JOE GRADY and Ed Hurst, disc emcees at WPEN Philadelphia, presented Frankie Laine with a gold copy of the millionth waxing of Mr. Laine's best seller, "That's My Desire." Presentation was made Jan. 9 at Town Hall, Philadelphia.

Upcoming

Jan. 19: Skywave and Clear Channel Hearing, Washington.

Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.

Jan. 22: RMA Winter Conclave, Stevens Hotel, Chicago.

Jan. 22-24: CBC Board of Governors Meeting, Ottawa.

Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Jan. 26-27: NAB Program Executive Committee, Statler Hotel, Washington.

Jan. 26-30: AIEE General Winter Meeting, Pittsburgh.

Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hdqrs., and Statler Hotel, Washington, with Voice of Democracy luncheon.

Jan. 28-Feb. 1: Assn. Women Broadcasters meeting, Mayflower Hotel, Washington.

Jan. 29: NAB Public Relations Committee, NAB Hdqrs., Washington.

Jan. 29-30: NABET Special National Council Meeting, New York.

Feb. 9: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

Feb. 20: BMB Annual Board Meeting, BMB Hdqrs., New York.

Feb. 24-26: NAB Board of Directors, The Homestead, Hot Springs, Va.

Feb. 27-March 2: Annual Radio Conference, U. of Oklahoma, Norman and Oklahoma City.

MYSTERY drama, "The Argyle Album," which has been heard twice in the CBS "Suspense" series, has been bought as a motion picture property by Eronel Productions, the network announced last week. CBS last month made its entire library of scripts, representing 20 years of broadcasting, available for motion pictures.

Katz Surveys Non - Listening Causes

Boston Women Polled Often Too Busy To Listen

PRINCIPAL cause of non-listening by women during morning hours is "too busy, work interferes, radio distracts from work, etc.," according to a study conducted in Boston by Audience Surveys Inc. for The Katz Agency.

The survey showed women listen 27% of their time awake between 5 a.m. and 9 a.m., either as an activity by itself or in conjunction with other activities.

The Katz Agency undertook the survey project to determine why people do not listen to their radios, commissioning Audience Surveys Inc. to handle the study. Activities of 389 women were recorded for the period, with tabulations based on number of woman-quarter-hours. Since each individual reported her activity for 16 quarter-hours, the survey covers a total of 6,224 woman-quarter-hours.

It was felt that with twice as many AM stations operating in December as Jan. 1, 1946, and with set ownership close to 100% of families, little indication appeared that the number of listening hours is being increased. Further, it was felt that a moderate increase in sets-in-use can expand radio's listening audience more than enough to offset the divisive effect of these new facilities.

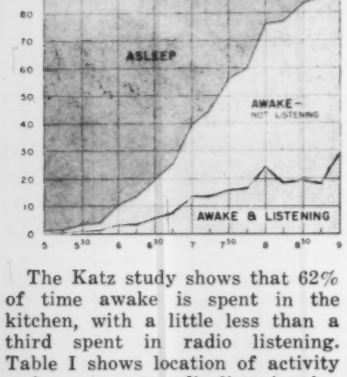
Aid to Managers

The Katz Agency undertook the study in the belief that the answers would aid station managers in program timing, program content and program promotion.

Move to undertake a nationwide study of non-listening developed at the NAB convention in Atlantic City last September but no action was taken.

Overall listening pattern of Boston women during waking hours between 5 and 9 a.m. is shown in this chart:

CHART I



The Katz study shows that 62% of time awake is spent in the kitchen, with a little less than a third spent in radio listening. Table I shows location of activity and concurrent radio listening before 9 a.m.

TABLE I

Location of Activity	Time Spent in Room ¼ Hours	Time Spent in Room % of Time Awake	Radio Listening ¼ Hours	Radio Listening % of Time in Room
Kitchen	1,446	62.0%	430	29.7%
Bedroom	493	21.1	122	24.7
Living Room	82	3.5	38	46.3
Dining Room	49	2.1	21	42.9
Other Rooms	154	6.6	27	17.5
Away from Home	123	5.3	7	5.7

Though over 95% of Boston homes have radios, only 38.7% of housewives' time is spent in radio-equipped rooms, it was shown. This does not preclude listening, since over 40% of the listening time was spent in rooms without radios. Per cent of time spent in rooms with and without radios is shown in Table II.

Evidence is not conclusive that listening increases with the number of radio sets, since economic influences are involved but were not isolated in this study. Amount of listening by number of radios in the home is shown in Table III.

The survey showed that women listen most when engaged in activities requiring little concentration or change in physical location. Listening declines as concentration and physical mobility increase. Time spent in selected activities and concurrent radio listening between waking and 9 a.m. is shown in Table IV.

Showing reasons for non-listening, the study lists too busy, etc. 53.7%; resting, etc., 20.6%; don't like available programs, etc. 17.7%. It was found that dislike of commercials was the cause of 2.2% of non-listening, with general dislike of radio 2.1%. In analyzing the survey, it was suggested that more intensive study of reasons for non-listening is necessary.

Reasons for non-listening between waking and 9 a.m. are shown in Table V.

The Katz Agency concluded its study with the statement that the findings were released "to encourage more penetrating studies of non-listening by other organizations such as networks, individual stations and the NAB."

TABLE II

	Listening	Non-Listening	Total
Room with radio	15.4%	23.3%	38.7%
Room without radio	11.5	42.1	53.6
Not indicated	--	--	7.7
	26.9%	65.4%	100%

TABLE III

No. of Radios in Home	Quarter-Hours AWAKE	Quarter-Hours LISTENING	"LISTENING" as % of "AWAKE"
1	886	185	20.9
2	788	241	30.6
3	372	127	34.1
4 or more	287	76	26.5
	2333	629	27.0

* * *

TABLE IV

Activity	Quarter-Hours Total Time	Quarter-Hours Concurrent Listening	"LISTENING" as % of "TOTAL TIME"
All getting up activities	773	216	27.9%
Stayed in or went back to bed	92	37	40.2
Woke self	336	95	28.3
Washing and dressing self	220	54	24.5
Washing and dressing children	98	23	23.5
All breakfast activities	1,022	300	29.4
Preparing and serving breakfast	580	162	27.9
Eating breakfast	342	106	31.0
Other household activities	664	174	26.2
Washing dishes	182	62	34.1
Routine housework	93	29	31.2
Cleaning, dusting, mopping	115	31	27.0
Washing clothes	74	13	17.6
Miscellaneous activities	360	84	23.3
Resting, relaxing	24	17	70.8
Talking, telephoning	49	28	57.1
Reading newspaper	87	19	21.8

* * *

TABLE V

Reason	Quarter-Hours For Which Reason Was Mentioned	Per Cent* of Non-Listening (Awake) Time
Too busy, work interferes, radio distracts from work, etc.	915	53.7
Resting, somebody sleeping or ill, noises interfere, etc.	352	20.6
Too early	125	7.3
Don't like available programs, not interested or don't know abqut programs available	301	17.7
General dislike of radio	35	2.1
Don't like commercials	38	2.2
No radio available	164	9.6
Not at home	117	6.9
Don't think about it—never listen	71	4.2
Miscellaneous environmental reasons	43	2.5
Usually listen, but not today	19	1.1
Not in mood	12	0.7
Don't bother—too lazy	4	0.2
Poor quality reception	2	0.1

* Adds to more than 100.0% since respondents often mentioned more than one reason for non-listening.

Members of AWB Invited To Tea at White House

MRS. HARRY S. TRUMAN will be hostess to members of the Association of Women Broadcasters, NAB, Jan. 30 at the White House. The occasion is the Fifth Annual Convention of the group in Washington, D. C., Jan. 29-Feb. 1, at the Mayflower Hotel.

Ruth Crane, the acting president of the 1,150-member organization, said that about 200 delegates are expected to attend the convention, which is the first the association has held in Washington. Dorothy Lewis, Coordinator of Women's Activities at NAB, is taking registrations for the convention at her New York headquarters.

The Washington planning and programming committee consists of: Elinor Lee, WTOP; Nancy Osgood, WRC; Esther Van Wagoner Tufty, WWDC; Meredith Young, WOL; Jesse Stearns, WEAM; Ruth Crane, WMAL; and Hazel Markel, WTOP.

Expand FM Show

THE DIXIE FM Network of 11 stations in North Carolina and South Carolina has been added to the 31 stations of the Continental FM Network already carrying the Stromberg-Carlson Co.'s *Treasury of Music* program heard Friday 8:30-9 p.m., the company announced last week. The Stromberg-Carlson show began last September over 21 Continental stations as the first commercial program broadcast over an extended FM network.

HY FREEDMAN, writer on ABC "Groucho Marx Show," is the father of a boy born in Santa Monica, Calif. on Dec. 31.

Top Pacific Program Hoopers

Based on Dec. 30 Report

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	Year Ago + or—	Year Ago Position
Jack Benny	6	American Tobacco	Foote, Cone & Belding	37.1*	39.0*	—1.9	1
Walter Winchell	6	Andrew Jergens	Robert W. Orr	33.2*	28.3*	+4.9	3
Bob Hope	6	Pepsodent Div., Lever Bros.	Foote, Cone & Belding	29.7	32.5	—2.8	2
Fibber McGee & Molly	6	S. C. Johnson & Sons	Needham, Louis & Brorby	28.2	25.5	+2.7	6
Charlie McCarthy	6	Standard Brands	J. Walter Thompson	28.1	26.9	+1.2	4
Fred Allen	6	Standard Brands	J.Walter Thompson	26.5	25.2	+1.3	7
Red Skelton	6	Brown & Williamson	Russel M. Seeds	25.8	26.9	—1.1	5
Truth or Consequences	6	Procter & Gamble	Compton Adv.	22.9	12.9	+10.0	32
Bandwagon	6	F. W. Fitch Co.	L. W. Ramsey	22.2	21.5	+0.7	9
Bing Crosby	6	Philco	Hutchins Adv.	21.2	14.5	+6.7	24
Amos 'n' Andy	6	Lever Bros.	Ruthrauff & Ryan	21.0	15.3	+5.7	19
Eddie Cantor	4	Pabst Sales	Warwick & Legler	18.9	21.5	—2.6	10
Great Gildersleeve	6	Kraft Foods	Needham, Louis & Brorby	18.8	18.8	0.0	12
Radio Theatre	6	Lever Bros.	J. Walter Thompson	18.3	19.7	—1.4	11
My Friend Irma	6	Lever Bros.	Young & Rubicam	18.1			

* Includes first and second broadcasts.

KFUO FM Outlet Started Jan. 1 on Interim Basis

KFUO-FM St. Louis was launched on an interim basis New Year's Day on Channel 281 (104.1 mc). The interim service was made possible by installation of a small FM antenna atop KFUO's 300-ft. AM tower, and FCC has given the station a CP for a 10-kw FM operation, contingent on removal of the present AM tower to a less congested area.

KFUO and KFUO-FM are operated by Concordia Seminary, which announced that ground was broken on its campus in St. Louis Dec. 31 for four piers which will support one of the city's tallest structures, a 500-ft FM tower topped by an 85-ft. antenna. A 1-kw transmitter is being used for the FM operation until the new 10-kw transmitter is delivered.

KFUO's AM operation is on a specific-hour basis on 850 kc with 5 kw. Station has placed a tentative order for a new 10-kw AM transmitter also, subject to FCC approval, according to the Rev. Herman H. Hohenstein, director of the station.

RMA AND FM GROUPS HOLD JOINT MEETING

SOLUTION for one of FM's pressing problems—dial trouble—was sought Friday at a meeting of the liaison committees of Radio Manufacturers Assn. and FM Assn. The committees met at the Hotel Statler, Washington.

Thomas F. McNulty, WMCP Baltimore, chairman of the FMA committee, outlined the dial problem, basis of which is use by manufacturers of either channel or megacycle designation, or both. National Better Business Bureau has asked FMA to contact manufacturers in an effort to bring about uniform marking.

FMA advocated channel marking as easier for the listeners and pointed out that TV dials are designated to channels rather than megacycles.

Another dial question centers around difficulty of identifying FM stations by their dial position, due to crowding of marks in a small space.

Everett L. Dillard, FMA president, spoke briefly to open the meeting, with Mr. McNulty discussing problems common to the two associations. Max F. Balcom, Sylvania Electric Products, RMA president, headed the RMA committee.

Among problems presented to the meeting by Mr. McNulty were these:

Cooperation by dealers, distributors, manufacturers and broadcasters to obtain the greatest possible benefits from FM station promotion; distribution of FM set output to areas where new FM stations are taking the air; supplying the demand in these areas after opening promotion; production of high-quality equipment in the low-price categories as against inferior receivers and converters; correlation of advertising policies and improved FM set quality, with emphasis on the improved fidelity of high-priced models; inclusion of FM band on all television sets.

Bill Bailey, FMA executive director, led a discussion of FMA-manufacturer-dealer promotion meetings being held in all parts of the country.

2 Studio Video Cameras Are Added by WTMJ-TV

TWO RCA STUDIO television cameras, equipped with the new studio-type, image orthicon tube, are being assembled at WTMJ-TV Milwaukee, bringing to four the total number of cameras owned by the *Milwaukee Journal* station.

The new equipment will enable WTMJ-TV to "greatly expand" its program operation, according to the station management. The station took to the air last Dec. 3 with two RCA image orthicon field cameras, which were used for both studio and remote shows.

Up to this time, rehearsal and broadcast of studio programs has been handicapped as both field cameras frequently have been in operation on a remote, away from the station, it was explained.

WILLIAM ROBSON, CBS executive producer, is the father of a bay, born in Hollywood Dec. 25.

NBC Video Tour

A VIDEO TOUR of the Philco plant, to show televiewers how their sets are made, was presented by NBC's television network last Thursday. Program was the first out-of-New York pickup on the network's *Backstage in Television* series which had previously included tours of the studios and transmitter of WNBT, NBC television station in New York. Joseph H. Gillies, Philco vice president in charge of radio and television operations, and David B. Smith, vice president in charge of research and engineering, acted as hosts to Ben Grauer, NBC announcer of the series, on the television tour of the video manufacturing plant.

KRDO, WSGC CHANGES AUTHORIZED BY FCC

TWO STATION transfers, involving considerations totaling $16,500, have been approved by FCC.

KRDO Colorado Springs, Col., was granted assignment of license from Joseph H. Rohrer and Edythe G. Sweeney, co-partners, to Pikes Peak Broadcasting Co., new corporation of which Mr. Rohrer is president and 51% owner. Miss Sweeney has retired from radio and receives $12,500 for her one-half interest. Others in new firm: Jack McClure, manager, Alta Vista Hotel, vice president-treasurer 33%, and Field Bohart, rancher, secretary 16%. KRDO is assigned 250 w on 1240 kc.

WSGC Elberton, Ga., was granted transfer of control from John L. Barnes, Harry G. Thornton and Gradius T. Christian, co-partners, to Messrs. Thornton and Christian as co-partners. Mr. Barnes receives $4,000 for his one-third interest, amount he invested. Station is assigned 250 w on 1400 kc.

KFAB and KFAB-FM Omaha was granted relinquishment of control by Sidles Co., over KFAB Broadcasting Co., licensee, through sale of one share at par, $100, to Star Printing Co. Sidles Co. holding is reduced from 50.02% to 50% while Star Printing increases from 24.98% to 25%. Other 25% is held by State Journal Printing Co. Transfer fulfills agreement to equalize holdings of newspaper firms which are associated with one another in ownership. They publish the Lincoln Neb., *Star* and *Journal*. KFAB is assigned 50 kw on 1110 kc, directional night.

WLOW Norfolk, Va., has received Certificate of Appreciation from Norfolk Junior Chamber of Commerce for its public service activities.

BEATRICE ANN GEHRUNG, news writer for WTMJ, WTMJ-FM and WTMJ-TV Milwaukee and Delwyn G. Schubert have announced their engagement, with wedding set for June 14.

BURL IVES, folk singer heard on MBS, Jan. 16 will start nation-wide personal appearance tour covering key cities of country during period of three months. His Friday evening 8-8:15 p.m. Mutual shows will originate from various cities he visits.

Hon. Geo. Kern
Benton & Bowles
444 Madison Ave.
N.Y.C.
Dear George:

WCHS has got a new sports-caster. Yep, commensed t' broadcasrin' January 1 . . . name's Erik Paige . . don't think he's no relation to the famous automobeel name of Graham . . He (Erik) took over on the 2929 consec - u - tive broadcast o' Frankenberger's sport page of the air,— which is a string o' programs longern' this here broom handle. But, people know results when they see 'em and results is what they get when they stick with WCHS. That's Charleston's 5000 watt station with columbia programs . . . what's more . . . it's at 580.

yrs.
algy.

WCHS
Charleston, W.Va.

'Low Power' Device Rule Change Seen

More Stringent Regulations Planned by FCC

TO PROTECT AM, FM, television and other radio services against interference, FCC announced last week, "considerably more stringent" rules may be imposed to govern the operation of "low-power" equipment including the "wired-wireless" or "carrier-current" equipment used for so-called "broadcast" purposes.

As a caution to present and potential operators and manufacturers of equipment designed for use under the low-power rules, the Commission warned that "the extensive changes that will probably be required in order to prevent interference to authorized radio services may have the result of altering very substantially the conditions under which 'low-power' equipment may continue to be operated."

Cites Congestion

Pointing to current spectrum congestion and "the difficulty of providing for essential radio services free from objectionable interference," the Commission continued:

It has been the experience of the Commission that most frequently the operation of "low-power" equipment, presumably in accordance with the present rules of the Commission, is in fact not in compliance with those rules. . . . The serious nature of interference that may be caused by such operation is demonstrated by the extensive engineering data obtained by the staff of the Commission in numerous tests of such equipment. From these data it is clear that reception of AM broadcast, FM broadcast, television and other radio communications is seriously disrupted and impaired by such interference."

JACK BENNY, star of his own NBC program, will be honored with day of his own in Colorado, Jan. 16. His program will originate from Denver Jan. 18 and he will spend week of Jan. 13 in that city helping to kick-off March of Dimes campaign.

On the House

SPONSORS received an unexpected "bonus" when WFRL Freeport, Ill., decided to dedicate its Christmas program schedule, free of charge, to sponsors who contributed to the station's success since it opened two months ago. Over 125 advertisers got greeting telegrams notifying them that their programs would be replaced on Christmas by a special presentation in the sponsor's name, but donated by the station. Vincent S. Barker, owner and general manager, described the businessmen's reaction as "pleasure mixed with no small amount of astonishment."

FLASHING a broad smile, Mayor Morrison of New Orleans (second from l) prepares to award keys to city to two ABC executives, Harry Wismer (l), director of sports, and Thomas Velotta (second from r), vice president in charge of news and special events, who were in New Orleans for ABC broadcast of Sugar Bowl football game. Broadcast originated over WDSU, which also worked with ABC and RCA in televising Sugar Bowl events (see letter from WDSU's manager, Fred Weber, on page 70). Films of the televised events were flown Jan. 2 for use by DuMont, WFIL-TV Philadelphia, WMAR-TV Baltimore, WMAL-TV Washington, KTLA-TV Los Angeles, WBKB-TV Chicago, WEWS-TV Cleveland, WWJ-TV Detroit, WRGB-TV Schenectady, WTMJ-TV Milwaukee, WLWT-TV Cincinnati and KSD-TV St. Louis. Holding microphone is Jim Young, WDSU special events director.

Theatre TV Experiment Underway in Hollywood

LARGE screen television is getting a showcase trial as theatre fare at Hollywood's Pantages Theatre, according to Owner Rodney Pantages. Beginning Jan. 17, the theatre will show Saturday afternoon presentations of KTLA Hollywood. Currently the telecasts are of the Santa Anita races.

If sufficient interest is sustained, it is understood that the theatre will continue showings as regular features. Otherwise, the large screen receiver will be placed in the foyer for patrons' observation there.

Plan to Form Recorders' Trade Group Abandoned

OFFICIALS of the Universal Recording Studios, Chicago, have abandoned their plan for organizing a national trade group of recording studios and pressing plants due to lack of interest in the project.

Last month Universal sent letters to 100 recorders suggesting that they unite because of the need for agreement on standardization, production, the Petrillo ban, and other problems. Only these concerns answered in favor of the proposal—Allied Record Manufacturing Co., Hollywood; KFEL Denver's recording studios, Cinemart, Inc., New York. Sultan Recording Co., Detroit, and United Broadcasting Co., Chicago.

Chicago Sports Box Office Is Aided By Video Coverage, Capt. Eddy Says

ADDITIONAL audiences and extra gate receipts have accrued to Chicago sports promoters who have thrown open their doors to television, Capt. William C. Eddy, WBKB Chicago director, declared Jan. 9 in an address before the National College Athletic Assn. at the Hotel New Yorker in New York.

"Contrary to some reports, particularly on the West Coast, that television has proved harmful at the box office to sporting events," Capt. Eddy said, "the experience of some Chicago promoters, and others within a 90 mile radius, has been that television has brought them extra audiences and extra profits."

The WBKB director cited a letter from Fred Koehler, Chicago wrestling entrepreneur, who said receipts from both his wrestling shows had shown a 100% increase since the advent of television at his events. Pointing out that he had "no unusual attractions" during the last year, the promoter contended the medium was responsible for the upturn in popularity of his shows. (WBKB has televised approximately 90 wrestling matches thus far.) In contrast, Mr. Koehler had written, Chicago's Marigold Gardens, which features boxing bouts, had shown "a loss for 1947."

Capt. Eddy also referred to letters he had received from managers of television stations. The letters, received from such managers as George Burbach, KSD-TV St. Louis; Harry Bannister, WWJ-TV Detroit; Harold See, WBAL-TV Baltimore, and G. Emerson Markham, WRGB Schenectady, praised the medium for the "extra publicity and service" it afforded, Capt. Eddy said.

WIL GIVEN PROPOSED 5 KW GRANT ON 1430

PROPOSED decision was issued last Thursday by FCC looking toward grant of the application of WIL St. Louis to switch from 250 w on 1230 kc to 5 kw on 1430 kc, directional, fulltime. Proposed denial was issued to Metropolitan Broadcasting Corp., applicant for 1 kw fulltime on 1430 kc at Belleville, Ill.

A more efficient use of the facility, plus past performance of WIL whose owners pioneered in St. Louis radio, were reasons cited by FCC in concluding that the decision should favor the existing station. FCC stated it found Belleville a part of metropolitan St. Louis, receiving substantially the same four-network and independent station service. However WIL's proposed operation would serve 1,522,190 persons daytime and 1,244,241 night as to Metropolitan's 514,758 day and 208,230 night.

Commission stated it recognized virtue of competitive factor in granting new outlets, but said this was not controlling. Also noted was proposed continued operation of WIL by C. W Benson (49% owner) and L. A. Benson (50%) who have devoted full time since 1922. Only owners of 37% of Metropolitan are to devote full-time to their proposed outlet, the report showed.

Ownership of Metropolitan Broadcasting includes:

Stephen H. Kuhlman, retired St. Louis businessman, president and 56.09%; Paul R. Richter, St. Louis public relations counselor, vice president in charge of operations and secretary 8.81%; John H. Scheele, St. Louis attorney, vice president-treasurer 28.05%; and Emil Wottowa, Ben Emge, William Thebus and Charles Mueller, Belleville residents, each 1.76%.

BALCOM SAYS INDUSTRY IS WIPING OUT ABUSES

FIRST STEPS by RMA to clean its own house should lead to the wiping out of abuses in radio servicing, said Max F. Balcom, RMA president, in an address prepared for delivery yesterday (Jan. 11) to the Philadelphia Town Meeting of Radio Technicians.

Mr. Balcom said the radio service trade "often has been the victim of unjust attacks and exaggerated complaints," but he added that the industry must admit that abuses do exist in varying degrees in a number of communities. The abuses, he said, are of three general types: "(1) incompetent workmanship; (2) unnecessary replacement of receiver parts still in good working order; and (3) charging for work not done."

"This Town Meeting," he said, "is an encouraging sign that the radio servicing trade is vitally interested in doing something about the problem." He also revealed that the RMA Service Committee is working on an industry plan to improve servicing, details of which will be revealed in the near future.

CBC Engineer Says Video Still in Future in Canada

TELEVISION in Canada is still in the future, according to J. A. Ouimet, assistant chief engineer of CBC Montreal. He stated in a Canadian Press interview at Montreal that starting date will depend on a high policy level decision, but that CBC has been studying plans for some time. He pointed out that "We don't want to have television just for the sake of having television. What we want is a service."

(The recommendations of the Parliamentary Radio Committee last summer included one to allow interests other than the CBC to be licensed for television.)

JEAN FISCHER, script writer at WPEN Philadelphia, and **CHARLES SCHAFHAUSER** of RCA Victor and formerly a WPEN writer, have announced their engagement.

Recorders Allowed In All Committees

Last Major Congressional Holdout Gives in to Radio

DECISION of Sen. Styles Bridges (R-N.H.), chairman of the Senate Appropriations Committee, to allow direct and recorded broadcasting and telecasting of the current hearings into commodity speculation, meant that the last major committee of Congress holding out against radio coverage had finally given in.

In a letter to the senator, on Wednesday, Albert L. Warner, Washington director of news for Mutual, explained that Sen. Homer Ferguson (R-Mich.), chairman of the subcommittee conducting the current investigation, seemed willing to allow broadcasting, but felt that he needed a mandate from the full committee chairman.

Mr. Warner stated that the public would be greatly interested in hearing the proceedings first hand, instead of second hand, through reporters and commentators. He said that if no microphones were permitted, then only a handful of spectators in the room would have a chance to get first hand "eyewitness" reports of the proceedings.

The MBS news chief said that despite the interest in and importance of some of the committee's recent hearings, it "has never accorded to radio the privilege of broadcasting these proceedings."

On Thursday afternoon, Mr. Warner was notified by Senator Bridges that broadcasters could start moving their microphones and cameras in the next morning.

WTTG (TV) LICENSE BID ORDERED FOR HEARING

FCC last week ordered a hearing on Allen B. DuMont Labs' application for license for its WTTG (TV) Washington, authorities contending that the station had not yet complied with the terms of its construction permit with respect to regular antenna site.

The Commission called the hearing on both the license application and DuMont's request for additional time in which to find a suitable site.

The grant for WTTG, formerly operated as an experimental station located at the Harrington Hotel in Washington, was issued April 26, 1946 and the station subsequently switched over to commercial operation under special temporary authority. The construction permit, it was pointed out, contained a condition that a site suitable to the Commission be found later. The hotel site, authorities noted, is only about 45 feet above average terrain.

In its latest request for additional time, DuMont spokesmen said, the station asked for six months to a year to complete its site search, outlining the difficulties involved. The company also indicated it was interested in making measurements of several operating stations to compare actual performance with theoretical computations used in FCC's standards, including a determination of the importance of antenna height as against power. This request probably will be a major subject in the hearing.

The license application was filed simultaneously with the request for additional time. Station spokesmen said that they asked that the license be made subject to the same conditions as the CP.

WTTG is on Channel 5 (76-82 mc).

Date for the hearing has not been set.

FOR DROPPING FOOD from a ski-equipped plane to engineer Julius Geilenkirchen of WFAS and WFAS-FM White Plains, N. Y., who was marooned for three days at station's transmitting plant at Greenburgh, N. Y., during recent storm, Alfred Bennett (second from r) of Westchester County Airport receives thanks from John E. Arens, station's sales director. L to r: Col. Robert W. Galloway, general manager of County Airport Corp.; Mr. Arens, Mr. Bennett and John A. Horen of Aeronca Aircraft Corp.

2 New TV Grants for Atlanta, One for Lancaster Announced

TWO NEW television station grants for Atlanta and the first for Lancaster, Pa., were announced by FCC last Thursday.

Atlanta's, its second and third, went to the *Atlanta Journal's* WSB and the *Constitution's* WCON, while the one for Lancaster went to WGAL, headquarters of the Mason Dixon Radio Group and headed by Clair R. McCullough as general manager.

WSB, one of the three Cox stations, all of which are seeking television affiliates, received a grant for Channel 8 (180-186 mc) with power of 21.6 kw visual and 11.4 kw aural and antenna height of 515 feet. WCON was granted Channel 2 (54-60 mc) with 15.8 kw visual and 9.05 kw aural power and antenna height of 500 feet. WGAL received Channel 4 (66-72 mc) with 1 kw visual and 0.88 kw aural power and 260-foot antenna.

Three in Atlanta

Atlanta now has three television grants, Fort Industry's WAGA having received a permit for Channel 5 (76-82 mc) only a week earlier [BROADCASTING, Jan. 5]. Transmission facilities of WSB-TV will be located at Peachtree St. near Rhodes Center, on a 20-acre tract which is also the site for WSB-FM. WCON, which has an FM station under construction, will establish its television outlet on the new *Constitution* building on Forsyth St., where WCON also is located.

John M. Outler Jr., general manager of WSB, will also be general manager of WSB-TV, and the following other WSB executives will hold similar positions with the new television station, which J. Leonard Reinsch, managing director of the Cox stations, said would go on the air as soon as equipment is delivered: Harry Daugherty, chief engineer; Marcus Bartlett, program director, and Frank Gaither, sales manager.

WSB also will introduce facsimile broadcasting in the Atlanta area within the next few months, as soon as equipment can be delivered and installed. General Electric equipment will be used. Walter Paschall has been named news editor of WSB-FAX.

WCON-TV will be headed by Dave Carpenter, general manager of the AM station. Other staff executives of the video outlet have not been announced.

In addition to the WSB grant, the James M. Cox Stations have television applications pending for Channel 5 at Miami (WIOD) and Channel 13 at Dayton (WHIO). The Cox interests have signed contingent contracts with RCA aggregating more than $1,000,000 in television equipment and installation costs [BROADCASTING, Dec. 8].

JANET WALDO has rejoined cast of CBS "Ozzie & Harriett Show."

NBC, CBS Oppose Request of FMA

Association Request to FCC Previously Hit by Mutual

NBC and CBS have added their opposition to that previously expressed by Mutual with respect to FM Assn.'s request for an FCC rule against station-network agreements which preclude duplication of network programs on commonly owned AM and FM stations.

Referring to the position taken by the American Federation of Musicians and declaring that any difficulties regarding AM-FM duplication are not within the control of NBC, Frank E. Mullen, the network's executive vice president, told the Commission in a letter that NBC has consistently endorsed duplication and permits FM duplication of non-musical AM programs. He added:

"When an adequate number of affiliates establishes companion FM stations, NBC will utilize either improved telephone circuits covering a broader range of frequencies than are currently used or an automatic radio relay system capable of transmitting from point to point with high fidelity, when such facilities are available."

Stresses Policy

Julius F. Brauner, CBS general attorney, stressed that Columbia has advocated a policy which would permit FM duplication of AM programs, but he insisted that individual licensees and the networks should be free to decide the question of duplication for themselves.

Mutual, through Vice President and General Manager Robert D. Swezey, told the Commission in December that it saw "no need either for the hearing or the adoption of the regulation" sought by FMA [BROADCASTING, Dec. 15]. FCC has asked for the view points of all four major networks. ABC's is expected to be filed within the next few days.

Still Kicking

BY NIGHTFALL last Thursday Charles Michelson, head of the New York transcription company bearing his name, was feeling his pulse and listening apprehensively to his own heartbeat. Friends and business associates had been calling his office all day to offer their condolences at the loss of Mr. Michelson. Trouble was they had the wrong man. They had confused Mr. Michelson of New York with Charles Michelson of Washington, D. C., onetime presidential press aide who died Thursday morning.

SHOVING OFF aboard the new *S.S. President Cleveland* on its shakedown cruise are these San Francisco station and agency executives, guests of the American President Lines. Hugging the rail are (l to r): Ralph Howard, KNBC special events; Robert Laws, KGO promotion; Gayle Grubb, KGO general manager; Franklin Dumm, KSFO treasurer; Philip G. Lasky, KSFO general manager (a former radio operator of the first *Cleveland* in 1923); C. L. McCarthy, KQW general manager; Grant Holcomb, KQW news editor; Walter Burroughs, KQW technician; Webb Whitmer, KYA program director; C. E. Persons, McCann-Erickson vice president; Frank O'Brien, McCann-Erickson account executive for American President Lines; William Nietfield, KFRC program department.

In the Public Interest

WFBL Finds Home

"WE'RE being evicted . . . we are desperately in need of any place livable . . .," was the plea received recently by WFBL Syracuse from a couple who visited the station and asked to buy time to advertise for a home. Bob Soule, WFBL vice president, told the cost of a 35-word announcement but said one announcement might not produce results. The couple was willing to gamble on the one announcement and agreed to buy the spot. But when payment time came they found that the announcement was "on the house." Story of the homeless couple was aired at 4:30 p.m., and by 4:45 p.m. three definite prospects had been called in by listeners. Next morning the couple moved into their new home.

* * *

Hurlbut Probes, City Acts

AS DIRECT result of a recent probe by Jim Hurlbut, WMAQ-NBC Chicago reporter-commentator, a city ordinance designed to control the sale of pistol and revolver ammunition has been introduced in the Chicago City Council. Matter was brought to the attention of the mayor of Chicago several weeks ago by Mr. Hurlbut, who spotted a newspaper advertisement offering German Luger ammunition for sale. In a subsequent investigation it was found that such ammunition fit the many unregistered "souvenir" guns brought home by war veterans and that some weapons were falling into unauthorized hands. Council was scheduled to act on the ordinance at its next meeting.

* * *

WBIG Warns of Killer

COMMENDATION for "the immediate, all-put response" to police appeal for assistance in trapping a homicidal maniac has been received by WBIG Greensboro, N. C., from Gen. James R. Townsend, Greensboro city manager. Gen. Townsend described WBIG's service as "one of the finest examples of public service by radio that I have ever witnessed." Early Christmas Eve a mentally deranged man who had killed three people and wounded three others, became the subject of a widespread search. Police called WBIG asking that all citizens be warned against admitting strangers to their homes. WBIG aired the warnings, urging residents to turn off their house lights, turn on their porch lights and stay indoors. Immediately the lights of Greensboro homes disappeared. Listeners were asked not to call the police department but to stay tuned to WBIG for details. Later that night when the killer was apprehended without further casualties, WBIG broadcast the news and the lights came on again.

* * *

WLOW Gets Results

FOURTEEN school children, a grade school teacher and WLOW Norfolk, Va., helped to inspire that city to collect five trailer truckloads of food for the Friendship Train. School children were members of the Crossroads Chorus, and their conductor, Elizabeth Moorehead, became interested in the food drive for Europeans and tried to arouse some interest among the townspeople. She turned to WLOW for help and found the enthusiasm that she had been seeking. WLOW transcribed four five-minute appeals by Miss Moorehead and the children, none more than 13 years old. Listeners began to call the station to make donations; a trucking company offered to pick up the food; another trucking concern offered to transport the food to New York without charge.

* * *

KRNT Aids Homeless

WHEN an early morning Christmas tree fire destroyed the home and all personal belongings of a Des Moines family of 14, Don Bell, disc m. c. on KRNT Des Moines, swung into action to help the victims. He broke the news to his listeners on his morning show, appealing for contributions, and at the close of his broadcast went to the scene of the fire and with KRNT Newsman Charles McCuen helped organize the assistance. Before the day was over the family had an adequate supply of clothing, household necessities, a substantial purse, and the promise of a home the following day. Neighbors renovated a vacant structure and made it into comfortable living quarters for the large family.

* * *

WGRC Gives Music Test

USUALLY slow process of giving Seashore music tests to the students of the Louisville public schools was greatly speeded up this year due to the cooperation of WGRC Louisville. Tests are ordinarily given by a supervisor going from school to school. This year the tests were given to some 12,000 students simultaneously in a broadcast over WGRC. The material was prepared by the music departments of the schools in cooperation with Bert Harmon, WGRC director of public service. Program was broadcast on the station and picked up by receivers in the classrooms. Mr. Harmon gave instructions over the air as the test progressed. Teachers reported excellent results with the new method, according to WGRC.

* * *

WHBC Safety Honors

IN RECOGNITION of outstanding record compiled in school safety work during 1947, some 2,000 junior police and junior deputies from schools in Stark County, Ohio, were guests of WHBC Canton, Jan. 3 at a movie party. WHBC recognizes these students by awarding Certificates of Merit, and honors them with three parties annually, arranged in cooperation with Deputy Sheriff Don Brown, director of school safety in the county.

* * *

KTRB Aids Hospital

RECENT drive to raise $1,000,000 for the Memorial Hospital of Stanislaus County was aided materially by KTRB Modesto, Calif. Station staff members took an active part in the solicitation campaign and KTRB's facilities were made available for special programs explaining the drive. Regular campaign releases appeared on station's five daily local news programs, and several hundred station-breaks were employed. Results were so enthusiastic that the hospital has expanded its plans and extended the drive toward the collection of $1,500,000, with KTRB continuing to play a major role.

* * *

KTOP Good Neighbor Policy

GOOD neighbor policy of KTOP Topeka, Kan., was demonstrated again recently when station came to the aid of a widow with six children whose home, clothing and furniture had been destroyed by fire. Robert A. Morrow, m.c. of KTOP's *Meet Your Neighbor*, a participation show sponsored by Duckwall Variety Stores, heard the story of the fire victims and asked permission of the station and sponsor to use his show to appeal for aid. He made three appeals on three successive days. Within a short time enough food, clothing and household items had been donated to provide adequately for the family. A final appeal brought the best gift of all—a house for the mother and children.

* * *

WGPA Gets Its Men

PROMPT action in locating missing persons has won the praise of the local police department for WGPA Bethlehem, a. Early this month the police called Arthur McCracken, WGPA manager, for assistance in locating a man whose brother had died suddenly. Mr. McCracken authorized an announcement to be aired at 2:38 p.m. At 2:46 p.m., the station reports, the man in question called the station and received the police message.

GEORGE E. STERLING, promoted from FCC chief engineer to membership on the Commission, is shown as he took the oath of office from Miss Pansy Wiltshire, FCC placement officer, on Jan. 2 [BROADCASTING, Jan 5]. He was named as a recess appointee to post made vacant by Dec. 31 resignation of E. K. Jett, who became vice president and director of radio of the *Baltimore Sunpapers* [BROADCASTING, Dec. 29].

Big Money Awaits Smart 250-Watter

Manager of a Low-Power Station Tells How It Can Be Done

By EUGENE P. WEIL
General Manager, WGWC
Selma, Ala.

BIG MOOLA is waiting for the 250-w stations with the right kind of pitching to the homefolks. There's money that the big guys can't even touch because the station 50-miles away from the small market is rapidly losing its audience to the individually-owned network and independent station of low power.

People in small markets listen to their home town or home county station if that station is on its toes and becomes a part of the community and provides what the home folks seek on the air.

The local 250-watter is the source of news, entertainment and education for the community in which its activities are centered. Usually, there is only one theatre or not more than two in small towns of 15,000 to 25,000 population, and little else left for regular entertainment but the radio. Too, the small towns have a relatively small daily newspaper of from 3,000 to 5,000 circulation, or a weekly with an even smaller circulation. The local station, whether it is an independent or network affiliate, can be the "spot news" source for the entire service area.

It's not a secret, but a lot of timebuyers and account executives take the lines of least resistance, and least work, and buy the power stations thinking that they will get enough coverage for their client to warrant the greater rate they pay for the time. In reality, for example, a 50,000-watter that gets $112.50 for a one-time quarter-hour show can't touch the real down-to-earth audience that spends the dough in its primary area. The advertiser can buy ten or in some cases 15 250-watters serving concentrated audiences in the same area for the aggregate amount of what the power station charges for the same time.

In buying the 10 or 15 250-watters the advertiser not only gets local good will, but local promotion, local scheduling in the home town newspaper, and real down-to-earth local merchandising and promotion among the retail and wholesale outlets in the small markets.

The listening preferences and habits of people in small markets are proved by the ratings. These folks just naturally listen to programs, not power. And programs from the home town stations always are closer to the listener than the power station 50 and 75 miles distant.

With the excellent programs available now at small cost to the national and local spot advertiser by transcription, with the home-town disc jockey who can call local names and do local dedications, the small market station by constant effort and some real down-to-listener programming can walk away with the audience in its service area.

To back up all this, all you have to do is to take a network's city survey, such as the one NBC put out (1,077 cities) as far back as 1945 and the proof is conclusive that the 250-watter located in the primary area of the 50,000-watter has the edge on listeners.

One West Coast 250-watter affiliated with a network has the right slogan, "Coverage From Within."

The "Just Folks" technique will pay off and holds tremendous prospects for the 250-watters.

The 250-watters are the best buy.

Mr. WEIL

Westinghouse

(*Continued from page 18*)

which [the CCBS] plan raises convinces [WRS] that the technical and economic questions involved in higher power for clear-channel stations can only be answered by separate studies of each station conducted from time to time on precisely stated issues, and giving full consideration to its location, the needs of its audience, the availability of FM and television service, and the resulting economic conditions."

Early Position Cited

It was pointed out that Westinghouse took the position early in the clear-channel proceeding that "the issues would have to be determined separately for each clear channel upon an analysis of the service rendered by each station."

If FCC felt KDKA could serve better by increasing power, WRS President Walter Evans testified, then WRS "would be willing to undertake the necessary expense." He felt that some clear-channel stations should go to the highest power practicable. The brief said that "engineering studies by Westinghouse indicated that no difficult engineering problems were involved in building a 1,000-kw transmitter."

Referring to "tremendous advances in the art of audio and video broadcasting . . . since the Commission first announced the issues in this proceeding," Westinghouse's brief noted "phenomenal" development of FM network service based on area rebroadcasting, and said "much the same history has been written in the field of television." The brief continued:

Scientific and technical developments at this stage have been so rapid, even within the last year, as to make future predictions of their effect a somewhat hazardous undertaking. Many leaders of the television industry are currently predicting that television will generally replace all other forms of broadcasting.

Declaring that "one great technological development in the field of FM and television has been due to the Westinghouse experiments with Stratovision," WRS said its engineers "predict that Stratovision, by the use of 14 planes, can network eight or nine different program services to nearly four-fifths of the population of the U. S."

The brief was signed by Fred W. Albertson of the law firm of Dow, Lohnes & Albertson, Washington counsel for Westinghouse stations.

No other briefs in the proceeding had been reported at FCC last Friday. It was generally expected that most participants—including CCBS and the Regional Broadcasters Committee, the principal adversaries—would wait until today, the deadline, to file.

Work Rushed on WCAU TV Operation; Station to Start Test Patterns Soon

DESPITE the handicap of bad weather, construction of *The Bulletin's* WCAU television tower in Philadelphia is being rushed and the station hopes to be on the air with test patterns this week or next. It will be the third video station in operation in Philadelphia. Its official description will be *Bulletin*-WCAU-TV.

Workmen putting up the tower on the Philadelphia Saving Fund Bldg. have had to face snow, sleet and bitter cold atop the 481-ft. office building. With the added 256-foot height of the tower, the structure will be the highest in the Philadelphia area—737 feet.

When initial equipment is all acquired and television studios in the WCAU building completed, *The Bulletin* will have spent about $750,000 to place the video operation on the air, according to G. Bennett Larson, vice president of WCAU Inc. and director of television. Studios, now being pushed to completion, are expected to be the last word in efficiency and appearance. Equipment is RCA-built.

The high altitude tower is expected to cast a video beam for a radius of more than 50 miles in Channel 10, first high-frequency, high-power channel in the Philadelphia area. The tower also will beam FM and facsimile broadcasts.

Opening program material will be largely network and the station intends to move slowly in building its own shows, Mr. Larson said. Mr. Larson will be in charge of the television operation but answerable to Dr. Leon Levy, president of WCAU Inc. Under him will be Roy Meredith, who will be in charge of films and mobile unit events. Mr. Meredith was formerly production manager at WPEN's projected television operation and formerly with NBC. He is also a moving picture engineer.

In charge of the technical aspects of the television operation is Robin Compton. Working under John G. Leitch, WCAU technical director, he has been supervising construction and engineering of the TV operation. He participated in the planning and construction of NBC television and FM facilities in the Empire State Bldg., New York, in 1935.

Among other members of the staff are Don McKay, formerly with Farnsworth and NBC, who will be producer; Len Vallenta, free lance actor and announcer, who has been with WPEN Philadelphia and WPTZ Philadelphia, also a producer, and Bob Heintz, formerly of NBC, a cameraman.

The two video outlets already in operation in Philadelphia are the Philco station, WPTZ, and *The Philadelphia Inquirer* station, WFIL-TV.

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

At Deadline ...

7 AM OUTLETS AUTHORIZED, TWO GO TO DUMAS, TEX

FOUR DAYTIME, three fulltime AM stations authorized by FCC Friday. Dumas, Tex., population 21,017, received two of daytime authorizations.

WWEZ New Orleans, 1 kw daytimer on 690 kc, granted increase to 5 kw fulltime, directional. KWBU Corpus Christi, Tex., received six-month extension of special service authorization for 50 kw daytime on 1030 kc.

New stations and ownership:

Dumas, Tex.—North Plains Broadcasting Corp., 800 kc, 250 w, daytime. Principals: Lucien W. Spencer, manager North Plains Telephone Co., president and 8.5%; Robert P. Brent Jr., rancher, vice president 8.5%; James M. Crabb, owner Triangle Oil Co., secretary-treasurer 8.5%. There are 24 other local resident stockholders, none owning more than 8.5%.

Dumas, Tex.—Moore County Broadcasting Co., 900 kc, 250 w, daytime. Co-partnership: Wayne Elmo Duke, operator Amarillo electrical business, and Kenneth Earl Duke, announcer on several Texas stations before service in Navy.

Preston, Idaho—Voice of the Rockies Inc., 1340 kc, 250 w, unlimited. Principals: J. L. Peterson, in radio and electrical repair business, president and owner one share; Al Biorge, ex-sales manager KVNU Logan, Utah, secretary and one share; Dr. Leo Hawkes, treasurer and 10,000 shares (49%), and Dr. R. L. Smith, director, 49%.

Wenatche, Wash.—Apple-Land Broadcasters Inc., 1340 kc, 250 w, unlimited. Principals: J. B. Hatfield, Seattle consulting radio engineer, president and 23%; Don T. Miller, president and 40% owner Miller Pub. Co., publisher weekly Wenatchee Jounal and licensee KOMW Omak, Wash., vice president-treasurer 23%; Ferd J. Schaaf, Seattle attorney, secretary 23%; William Thomas, advertising and business manager of Miller Pub., assistant secretary 23%; W. Anthony Arntson, Seattle attorney, 7.7%.

Jasper, Ind.—Jasper on the Air Inc., 990 kc, 1 kw, daytime. Principals: Dr. Gilbert Earl Metzer, dentist, president-treasurer; Dr. Louis O. Mitzlaff, Louisville physician, vice president, and John R. Ax, Huntingburg, Ind., attorney, secretary. Each holds one-third interest.

Athens, Ga.—Radio Athens Inc., 960 kc, 1 kw, daytime. Principals: L. H. Christian Sr., vice president and 16% owner WGGA Gainesville, Ga., president and 56.5%; L. P. Suddath, general manager, Varsity, vice president 10.8%, and Claude Williams Jr., Army veteran, secretary-treasurer 32.7%.

Kokomo, Ind.—North Central Indiana Broadcasting Corp., 1350 kc, 1 kw, unlimited, directional. Principals: Richard Blacklidge, general manager and beneficial owner of one-ninth interest in the Kautz Trust, owner daily Kokomo Tribune which is published by J. A. Kautz Estate, president and 30%; John C. Jeffrey, ex-sales manager WKMO Kokomo, vice president 5%; William L. Naftzger, attorney, secretary 9%; Mark E. Zimmerer, vice president-general manager Kingston Products Corp., director 2.5%; and Charles W. Newell, attorney, treasurer, who with wife Elizabeth holds 10%. Seven others share remaining interest.

All grants subject to engineering conditions excepting Kokomo, New Orleans and Dumas (North Plains).

Commission also granted in part petition of WMFJ Daytona Beach, Fla., directed against FCC action of Oct. 3 granting WNDB that city modification of permit to specify transmitter site and antenna system. Action provides that should WMFJ be granted proposed switch from 250 w on 1450 kc to 1 kw, directional night, on 1090 kc, WNDB must install antenna system devices if necessary to alleviate any internal cross-modulation with WMFJ. WNDB assigned 1 kw day on 1150 kc.

KECA Los Angeles was denied request that Commission reconsider Aug. 21 FCC board action granting without hearing KTHT Houston night power boost from 1 kw to 5 kw on 790 kc (5 kw day). Board action affirmed. KECA assigned 5 kw on 790 kc.

USE of megacycle markings on dials of FM sets approved late Friday at liaison meeting of FM Assn. and RMA committees. FMA asked channel designations (early story page 97) but RMA pointed out engineering difficulties. FMA accepted megacycle markings to bring uniformity.

FCC AUTHORIZATIONS EXCEED THOSE YEAR AGO

FCC ENTERED 1948 with 3,834 broadcast authorizations outstanding, 283 above figure for last fiscal year's end on June 30, 1947, according to FCC tabulation Friday. During past six months AM authorizations increased 167, to 1,962 total for Dec. 31. FMs were up 92, to 1,010 total. TVs increased seven, to 73 total, and experimental TVs upped 10 to 91. Remote pickups added seven for 590 total.

Commission stated more than 600,000 station and operator licenses and authorizations (all categories) were outstanding Dec. 31, an increase of some 8,600 stations and 54,000 operators since June 30. Commercial radio operators numbered 341,000 Dec. 31 as compared with previous 325,000. Amateur operators increased some 1,000 to 81,000 total.

JOINS PETRY AS TV HEAD

JOSE E. di DONATO named as Edward Petry & Co. director of television activities effective Jan. 15. He has been with Doherty, Clifford & Shenfield Adv. where he did much of Borden's and Bristol-Myers television experimentation. Mr. di Donato previously spent two years with Compton Adv. and was active in early development of Sonovox. Shows under his direction at DC&S included *Shorty* and *Vitalis Sports Almanac* on WCBS-TV, Bristol-Myers' *Party Line* on WNBT and numerous film shorts.

GENEVA GROUP NAMED

FRANCIS COLT de WOLF, chief, Telecommunications Div., State Dept., named U. S. representative to Administrative Council, International Telecommunications Union (ITU). Council meeting slated for Jan. 20 at Geneva, Switzerland. Two other State Dept. officials, Helen G. Kelly, Telecommunications Div., and John Tomlinson, chief, Division of International Organization Affairs, named advisers to Council.

RA-BEST FEATURES FORMED

RA-BEST FEATURES Inc., program packaging agency, announced in New York Friday. Company's officers are Larry Elliott, veteran announcer, president; S. James Andrews, one-time vice president of Lennen & Mitchell, executive vice president; Bernard Silver, attorney, secretary; Vincent Andrews, CPA., treasurer. Ra-Best to develop new ideas and new programs.

N. J.-PA. CASE DATE SET

ORAL ARGUMENT set by FCC for Feb. 2 in complex and long-pending New Jersey-Pennsylvania case involving renewal, new-station or modification applications of eight existing or proposed stations. Applicants: WTNJ Trenton, WCAM Camden, WCAP Asbury Park, WHAT and WTEL Philadelphia, Camden Broadcasting Co., Ranulf Compton d/b as Radio WKDN, of Camden, and Valley Broadcasting Corp., Allentown Pa.

BAN on radio and daily newspaper reporters at gubernatorial news conferences lifted in case of radio Friday by Gov. James E. Folsom, of Alabama. Governor imposed ban Tuesday when newspaper allegedly violated release date of local radio speech.

RMA LISTS ORDERS FOR BROADCAST TRANSMITTERS

RMA MANUFACTURERS of broadca transmitting equipment had orders for $1. 455,202 in transmitting and studio equipme and delivered $9,253,358 during first six mont 1947, RMA reports.

Breakdown of transmitter figures show $3,325,570 FM orders, $2,402,768 AM orde and deliveries of $1,820,633 and $2,319,006 re spectively. AM and FM studio equipme orders $2,395,044, deliveries $2,205,382; a tenna equipment, AM and FM orders $1,597 541, deliveries $433,767; television equipme orders $1,862,140, deliveries $1,354,633.

FCC LICENSE RENEWALS

LICENSE renewals to Feb. 1, 1951, grant by FCC Friday to following stations: KLB La Grande, Ore.; KSRV Ontario, Ore.; WAO Vincennes, Ind.; WDAD Indiana, Pa.; WGP Albany, Ga.; WHFC Cicero, Ill.; WIBM Jac son, Mich.; WKLA Ludington, Mich.; WLA Athens, Tenn.; WTBO Cumberland, Md WWNR Beckley, W. Va. WATL Atlant Ga., and WSGC Elberton, Ga., were grante license renewal to Aug. 1, 1950.

WABJ SALE APPROVED

ASSIGNMENT of license of WABJ Adria Mich. (250 w day, 1500 kc), from Adria Broadcasting Co. to James Gerity Jr. ap proved by FCC Friday. Consideration: $62,00 Mr. Gerity is president, chairman of boar Gerity-Michigan Die Casting Co. Adria Broadcasting is co-partnership of Gail D Griner and Alden M. Cooper, Comr. Ros H. Hyde voted for hearing.

HOOPER PLANS TV STUDY

C. E. HOOPER Inc. will shortly begin check ing television audiences and rating video pro grams as it now does AM broadcasting. Servic will be started in New York, where industr sources have made list of 10,000 televisio families, and extended to other television cities using coincidental and diary plans.

RMA SERVICING PLAN

RMA Service Committee late Friday in Chi cago drafted plan to eliminate abuses in radi servicemens' field (see page 98). Under pla to be submitted to directors Jan. 21 RMA woul work through such groups as new Associate Radio Servicemen of New York.

Closed Circuit

(*Continued from page 4*)

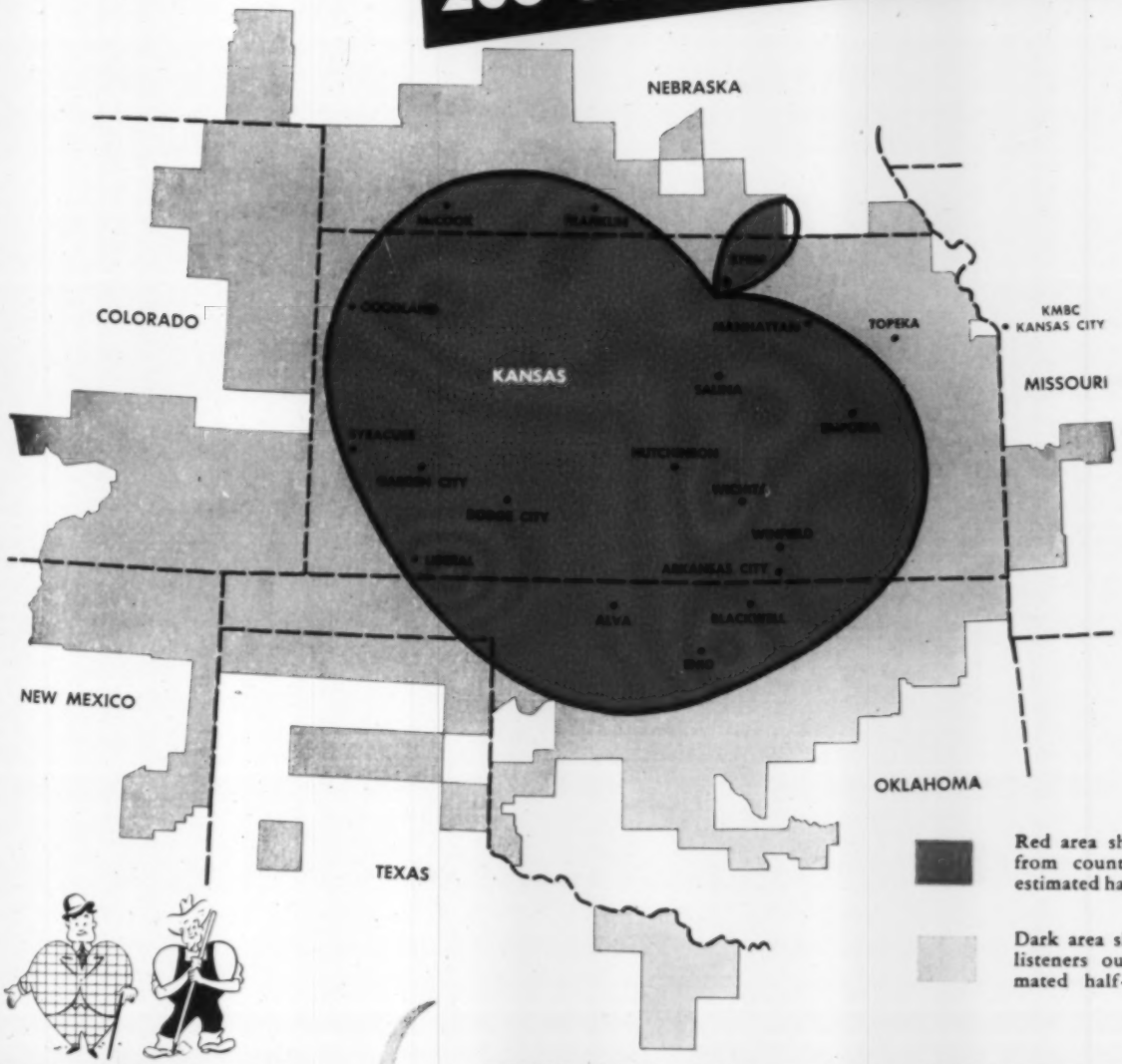
collector to saddle them with $1,100,000 i taxes allegedly overdue. Decision to battle i out reached by Kentucky Broadcasters Assn headed by Harry McTigue, WINN Louisville Wilson Wyatt, former Federal Housing Ad ministrator, may represent stations.

ATTORNEY assigned by Kentucky revenu collector to prosecute claims is associated wit Henry M. Johnson, president of National Tem perance & Prohibition Council, who with Re Sam Morris has been campaigning agains alcoholic advertising, including beer.

PIONEER servicemen's group in Philadelphi originally sponsored 15 years ago by KY indignant over wild charges of racketeerin among city's set repairmen. Known as Phila delphia Radio Servicemen's Assn., group o erates on high ethical level and support Town Meeting project designed to rid servi business of filching fringe.

COVERAGE!

208 COUNTIES in the 1st WEEK!



Red area shows solid response from counties within KFRM's estimated half-millivolt contours.

Dark area shows response from listeners outside KFRM's estimated half-millivolt contours.

KMBC
of Kansas City
KFRM
for Kansas Farm Coverage

Nationally Represented
by Free & Peters, Inc.

KFRM, KMBC's 5,000-watt daytime affiliate station for rural Kansas at 550 Kc, was born December 7—full grown, complete with audience. In just 7 days, listeners in 208 counties in 7 states had been heard from. That's quick proof of a big audience. Quick proof of listener acceptance for KFRM's programming by KMBC of Kansas City. A study of the accompanying map, which superimposes KFRM's estimated half-millivolt contours on its first week's mail map, shows how the youngest member of the KMBC-KFRM team has hit the jackpot for listeners and advertisers alike.